THE REPORTER OF

## **Direct Mail**

advertising

Don't Gamble With Fire ... 18

BIRTH OF A MAGAZINE CLUB ...20

How The
Torrington
Company
Is Meeting The
Challenge of
Ever-increasing
Competition
...25



### New Kodak Ektalith Method saves you time, space and equipment costs in office offset duplicating

This compact, table-top installation, teamed with office copy camera and duplicator, lets you make either high-quality photo offset masters or direct paper copies of the widest variety of documents-enlarged, reduced, or same size. Only 3 simple steps-expose, process, transfer. In less than 2 minutes' time, you're ready with master or copies! Job's as clean as it is easy, can be handled by anyone in the office with a minimum of training.

Kodak Ektalith Loader-Processor, shown to left, permits entire operation to be carried out in room light. Together with companion Kodak Ektalith Copy Unit it costs you only \$788.50.

Now you can reproduce practically anything

printed, typed, written or drawn-quickly, conveniently, and at low cost. You can copy all line work and a variety of halftones-all kinds of pen, pencil, or crayon writing in almost any color. Solid images are reproduced next to fine detail without mottling. Masters require little or no clean-up time, are easily corrected prior to running.

Free booklet gives complete details on Kodak Ektalith Method and equipment for both room light or darkroom installation. Call your Kodak Ektalith dealer or write Eastman Kodak Company, Graphic Reproduction Division, Rochester 4, New York. Price is list and subject to change



lith ... puts you ahead in offset

odak





...the strip you zip from a pack of ODIN\* office printing papers. "Zip" and the pack is a pouch for easy removal of Bergstrom's quiet-white\* mimeo duplicator or bond finish printing paper. Remaining paper tucks back in the pouch for neat, identifiable shelf storage. Later, pack your finished, printed work in ODIN's double-life pouch; then tape-seal. You'll save 10%-15% office printing paper loss, plus extra wrap and wrapping time, plus temper, hands and fingernails of your girl (or man) Friday.

ODIN samples from your paper merchant, or wire . . .



#### BERGSTROM PAPER COMPANY

NEENAH, WISCONSIN

beautiful papers thoughtfully packed

\*in readable colors, too



#### Looking For SOMETHING?

Check the Direct Mail Directory on page 44 of this issue. You'll find names and telephone numbers of leading producers and suppliers to the direct mail field . . . such as:

Addressing Addressing and Mailing Addressing-Trade Advertising Art Advertising Specialties Automatic Typewriting Books Collections Converiters (Free Lance) Cooperative Mailings Direct Mail Agencies Direct Mail Equipment Direct Mail Specialties Elliott Stencil Cutting Envelopes Envelope Specialties Foreign Mailings Inserting Service-Automatic Machine Label Pasters Labels Letters Letter Gadgets Letterheads Mail Advertising Services (Lettershops) Mailing Lists-Brokers Mailing Lists-by Subject Mailing Lists-Compilers & Owners Mail Order Consultant Manufacturers—Addressing Machines & Accessories Multigraph Supplies Occupant Mailing Lists-Local & National Office Equipment Paper Manufacturers

Post Cards
Printers—Letterpress & Lithography
Printing-Offset Lithography
Sales and Merchandising Consultant
Stencil Cutting and List Maintenance
Subscription Fulfillment Service
Syndicated House Magazines

Photo Engravers

Trade Associations
Typographers



#### THE REPORTER OF

## **Direct Mail**

advertising

Vol. 23, Number 8

December, 1960

#### DEPARTMENTS

Short Notes	1
Upgrading Letter Copy—by Paul Bringe	30
REED-ABLE COPY—by Orville Reed	32
DMAA News	34
THE COMPANY EDITOR—by James McAdam	36
Names in the News	43
Sources of Supply	44
FRONT PORCH SCUTTLEBUTT—by Henry Hoke	47
FEATURES	
Don't Gamble With Fire	18
BIRTH OF A MAGAZINE CLUB—Robert Fenton	20
TELL 'EM AND SELL 'EM—Edward Lagron	23
How Torrington Meets Competition	25
Fund Raising Among Friends—William Sheppard	27

The Reporter of Direct Mail Advertising is published monthly at 224 Seventh Street, Garden City, L. I., New York. Subscription price is \$6.00 a year. Second cless postage paid at Garden City, N. Y. and New York, N. Y. Copyright 1960 by The Reporter of Direct Mail Advertising, Inc. The Reporter is independently owned and operated. In addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association, 3 East 57th \$1., N. Y. 22, N. Y., receive The Reporter as an Association service. Part of their annual dues pays for a subscription.



#### PUBLISHING OFFICES:

224 Seventh Street Garden City, L. I., N. Y. Ploneer 6-1837

Henry Hoke, Jr.
Publisher

Peter S. Fischer

M. L. Strutzenberg
Business and Readers Service

A. L. LaMendola Circulation

M. K. Coleman Advertising and Merchandising Production

#### Editor:

Henry Hoke, Sr. 3 Bluff View Drive Belleair Clearwater, Florida

#### ADVERTISING OFFICES:

NEW YORK

Steven C. Voorhees 224 Seventh Street Garden City, L. I., N. Y. Ploneer 6-1837

#### MIDWEST

J. K. Rotskoff 605 N. Michigan Ave. Chicago 11, Illinois DElaware 7-0120

#### WEST

H. L. Mitchell & Associates 1450 Lorain Road San Marino, California CUmberland 3-4394

#### HOW TO PUT ACTION INTO YOUR DIRECT MAIL

Over and over, direct mail has proved its ability to create leads for salesmen, dealers, distributors . . . open the door to sales against pressure from the toughest competition. And yet, with all that has been learned from studying measurable results, many an otherwise hard-headed firm sends out mailings—a letter, a brochure, a broadside—as though there were some other reason for spending money on advertising than **making** money.

Now, to broaden your understanding and to help you apply the tested principles of successful mail advertising, The Creative Division of James Gray, Inc. has created a new booklet titled, "How To Put Action Into Your Direct Mail". It is free and will be mailed to you without obligation at your request.

In just a few pages, and with concrete examples, the booklet explains how to plan an over-all mailing effort; build a mailing list of prospects; know **before** you spend money whether or not your mailing has a chance to succeed. You will discover how to use the same envelope that now merely carries your catalog or price list to bring back actual orders or pave the way for larger orders from your salesmen. You will have a check list of do's and don'ts based on years of mail advertising experience.

And you needn't suspect our motives in making this free offer. True, the booklet is devised to bring the creative services of James Gray to your attention. But we have made certain that it is a completely self-contained, shirt-sleeve booklet that you can use with no strings attached.

To receive your free copy of "How To Put Action Into Your Direct Mail" and have our years of experience guide your thinking and improve your results, write today. You will find the booklet a real value, indicative of the service we render.

The Creative Division
OF JAMES GRAY, INC.

216 East 45th Street, New York 17, N. Y. MUrray Hill 2-9000

### INSIDE OCCUPANT MAI

QUESTION: WHAT ARE THE BEST KINDS OF PRODUCTS TO SELL THROUGH OCCUPANT MAIL?

ANSWER: The products best suited for Occupant Mail Advertising are those products with general appeal.

A product with general appeal is one which is desired by just about anybody; Grandma, Grandpa, Mother, Dad. Brother, Sister. Someone else may call it the Market profile. To me, it is the same thing. Does the product appeal to a few or many, specific groups or general?

The technique we use to determine the potential of a product for Occupant Mail Promotion is to ask ourselves these ques-

- 1) "How often does the consumer buy is product?" "Every day" is the ideal this product? answer. Quite often, "once-a-year" adequate; for instance, the paint manufacturer who mails color-cards in the spring. Many advertisers, unfortunately, don't advertise their products at the fre-quency they should. Frequency of adver-tising should be in direct relationship to frequency of use.
- 2) "How many kinds of consumers buy this product?" The best answer is "all kinds". Still, if you can answer "all this product?" The best answer is "all kinds". Still, if you can answer "all housewives" you are all right because the housewife is Occupant Mail Advertising's prime market. If the product appeals only to old maids, bachefors, retired couples, just men. etc., I would reject it for Occupant Mail Promotion.
- "How many consumers in each household are prospects?" Here too, the best answer is "everyone". I would readily accept any product that would imply a prospect in more than one member of the household as long as one was the housewife. If the product does not have appeal for the housewife I would hesitate to accept it for Occupant Mail.

Our next question enters another subject but is of the utmost importance.

"Are the prospects in my trading area?" If your trading area reaches high and low income families, young families and older families, then the broader your product's appeal, the more effective your mailing will be. You must know your trading area. Each trading area has its own personality, and the more familiar you are with it, the better you'll be able to sell it.

Free copies of Will Storing's Book "How to Think About Occupant Mail Advertising" are still available . . . write for yours.

## 239 N. Fourth St., Columbus 15, Ohio

Sincerely, Les Cullman, President

We welcome your direct mail ideas and news items for this department. Send all material to Short Notes Department, The Reporter of Direct Mail Advertising, 224 - 7th St., Garden City, N. Y.

MOST POLITICAL DIRECT MAIL

this year was pretty low grade . . . at least the stuff we've seen. The candidates should have saved their money or should have stopped trying to save money. Cheap printing on cheap paper can't do a selling job in these days of high-class promotions. Best political piece we saw actually wasn't. It was a self-mailing promotion for The National Litho Co., 1255 Twenty-fifth St., N.W., Washington 7, D.C. Looked like a flamboyant appeal for votes . . . platform declarations and so forth. Broadside format opened to 35" x 441/2" size, featuring only three massive words, "Cast Your Vote." Best real political piece we saw wasn't produced this year. It was planned by Irving Isaacs of Pennsylvania Transformer Division, McGraw-Edison Co., Canonsburg, Pa. (who won the 1960 Henry Hoke Award) to help the "Get Out and Vote" campaign. The 6½" square envelope carried a notice, "Contents: 1 Voting Booth Assembled . . . Ready to Use." Inside, a tricky, scored cardboard case which when opened became a miniature booth. Tipped-on cloth on all four sides became curtains which when lifted revealed voters registering choice. Only name revealed was "Petey," the company's trade character. Curtains carried urgent requests to "Please Vote on Tuesday." Four years from now, the politicians should get help from real direct mail pros.



THE POSTAL BULLETIN for Thursday, November 3, 1960 carried the longest list of fraud and unlawful orders we have even seen. There were 210 names listed from Jamaica, with only one each in Germany and Mexico. Most of the foreign fraud or unlawful orders are against firms participating either in lotteries or in pornographic peddling. There was only one fraud order listed against a firm in the United States. But in spite of all the activities of the postal inspectors and the Federal Trade Commission, fraud and misrepresentation seems to be getting worse and worse. According to Kiplinger and other commentators, shady practices are always worse during a period of business uncertainty, or recession. It is becoming increasingly difficult to keep up with all the citations from the FTC Information Bureau. But we certainly applaud all their efforts to keep the mails clean.

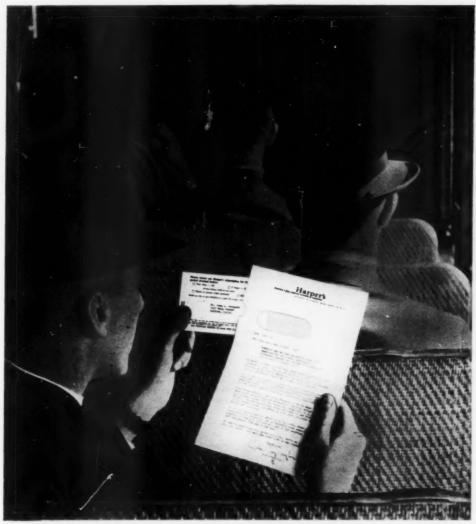
...

☐ THE BETTER BUSINESS BUREAUS should be applauded too for all their efforts to warn people against phony rackets during the pre-Christmas season. One of the worst is the mailing of unordered quantities of Christmas cards.... supposedly by charitable organizations. Some of these organizations turn out to be nothing more than an individual (sometimes handicapped) who has been induced to act as the front for a manufacturer who uses this unethical method

IBM HAS DEVELOPED A READ-ING MACHINE called the 1418 optical character reader. This device permits the reading of typed or printed data to be transmitted into the electronic computer without having to go through the intermediate steps of tape or punched cards. The 1418 can read numbers printed ten characters to the inch in a standard IBM type by 407,408 or 409 ac-



counting machines, the 1403 printer, or an electric typewriter. It can also read numbers in the elongated 407 type style. It reads at the rate of 480 characters per second, and as many as 400 documents a minute can be handled. Size of the subject matter is limited to a width between 53%" to 834", and a height of 234" to 3 3/3". According to the man-



Next stop: the mail box at the station

Wherever your message is read, low-cost Reply-O-Letter makes it easy for the reader to say, "Yes"!

That's one of the nice things about Reply-O-Letter. Replying is made simple. No hunting for paper, pen or envelope. Nothing to sign, no stamp to find.

Our man in the illustration will put that Reply-O-Letter built-in reply card in the mail – even before he says "good morning" to his secretary!

Making it easy for the reader is one of the lessons we've learned in 26 years of successful direct mail experience. Users will tell you that low-cost Reply-O-Letter and the copy techniques developed by our staff of skilled letterwriters and artists have increased their results by 30% to 50%.

We'd like to do this for you.

Call us in or ask for our booklet, "The 3 R's of Direct Mail."

On your letterhead, please.

#### REPLY-O-LETTER

3 Central Park West, New York 23, New York

Offices in principal cities in the United States, Canada. England and Australia.





## **4BILLION**

## MAIL ORDER Buyers, Inquirers and Prospects

Here, at Mail Order List Headquarters, is one of the world's largest diversifications and selections of OUTSIDE LISTS for producing *new mail order customers* in volume. Many of these lists are overlooked and EXCLU-SIVE. They have produced thousands of desirable new mail order customers for original list owners.

Right now, receive ABSO-LUTELY WITHOUT COST OR OBLIGATION, Mosely's custom-prepared List Recommendations to help you SELL IN VOLUME. Simply send us in confidence a detailed letter.



Mail Order List Headquarters
Dept. R-69
38 Newbury St., Boston 16, Mass.
Charter Member National Council
of Mailing List Brokers

uracturer, this machine is suitable for use in billing and accounts receivable for book and record crubs, and suoscription renewal and payment for publishers, among other applications.

☐ CHRISTMAS GIFT CATALOGS seemed to be better this year than ever before. Maybe it's the result of intense competition. The promoters are using better layouts, tine printing and beautiful color work. Certainly makes it tough for any amateurs who hope to "make a fortune" entering the field with tranchise deals. Among those most striking this year were: Cheese Treasures of the World, Inc., Ardsley, N. Y.; Connoisseurs' Choice, Inc., Long Island 1, N. Y.; Ine Epicures' Club, Elizabeth, N. J.; Figi's Wisconsin Cheese Club, Marshneid, Wis.; Hale Indian River Groves, Wabasso, Fla.; Harry and David, Medford, Oregon; Mission Pak, Los Angeles 11. Calit.; The Swiss Colony, Monroe, Wis.; Wisconsin Cheese Makers Guild, Miuwaukee 19, Wis.; The Wisconsin Cheeseman, Madison, Wis. We've probably missed a tew top-notch examples. but those mentioned are worth a prace in any loca ilic.

A NEW DIRECT MAIL association is being organized in england. According to Print magazine, an effort is being made to organize 283 nrms who are aff sellers of direct man. Head of the organizing committee is C. A. Saunders, managing director of Universal Direct Mail Services, London. It is not the intention to conflict with the British Direct Mail Advertising Assii, whose membership is primarily made up of users or direct man, similar to the DMAA here in the United States. The new organization will probably be called DAIA (Direct Addressing Trade Assn.) and wid he timited entirely to producers and suppliers of direct mail who will be required to agnere to a strict code of ethics. Good

☐ TUT: TUT: A direct mail supplier and member who attended the Miami convention sent a form letter to all other delegates on his return home. It caused a number of tut-tuts among the letter-writing critics who received it. The short letter offering a gift deal consisted of 19 typewritten lines broken up into eight p.aragraphs. Two paragraphs were of three lines; five of two lines; and one of one line. But in this short letter there were ten we's, which entitles it to a high rating we-we label. Five of the paragraphs started with the word "we." At the next DMAA convention, someone

could break the monotony of dull speeches by simply standing up and reading the worst examples of we-we letters issued by members of the association. Maybe that would cure them of the disease.

TELEPHONE NUMBERS were recently changed quickly and efficiently through a two-part mailing to phone subscribers in the Erie and York areas in Pennsylvania. The General Telephone Co. of Pennsylvania mailed out notification cards processed on IBM equipment. These cards informed phone user of his old number, and the new number he was to receive. The IBM equipment then ran cards through for a second mailing. These cards carried a self-ad hesive circular dial disc upon which the new number was printed. Phone user had only to lift disc off adhesive backing and press onto center of the phone, covering obsolete number. Cooperation through this mailing of 8500 saved considerable time and expense to the phone company by enlisting assistance of the homeowner.

☐ AN AUTOMATIC ENVELOPE STUFFER that can be set and run by only one person—no tools required and still do the work of up to eight people has been announced by Friden, Inc., 421 University Avenue, Rochester 7, New York. The Swiss-made Friden-



Ertma model can take inserts as small as 3/16" square, and as large as 95%" by 63%" Punched tab card and open feeding stations may be added also. Further information available by writing D. D. Osborne at the above address.

☐ LIKED A RECENT MAILING
PIECE from General Electric Company's
Commercial equipment department, 14th
and Arnold Streets, Chicago Heights,
Illinois. This four page, two color folder
carried a photo of their new trapezoid
shaped water cooler on first page; then,
when opened, a cardboard pop-up in the
exact dimensions of the new cooler

sprang up from the page. Illustrations and copy showed how the new design was not only more modern looking, but was a space saver. An interesting piece. Pop-up created by Jannes Associates of Chicago.

J.J.

☐ FRIDEN, INC., through its recently acquired International Postal Supply Division, has been awarded a contract by the U.S. Post Office to manufacture 59,000 money order issuing machines for approximately \$3,000,000. These machines, according to Friden president Walter S. Johnson, would be used by U.S. Post Offices for issuance of all money orders. Friden estimates that installation of these machines can effect savings to the government of as much as \$600,000 a year. Delivery and installation will begin December 1960.

J.

☐ HOWARD PAPER MILLS, Urbana, Illinois, is graphically demonstrating the attributes of their DU-ALL paper via a recent french-fold mailing printed black and purple. Inside spread shows unretouched reproduction of the 1500th copy of a stencil duplicated message on the paper; and the 400th copy of a spirit duplicated message on 12-12. Copy is still strikingly clear and legible.

JJ

SALES INCENTIVE CAMPAIGNS have been mentioned frequently in The Reporter over the years (most recently last month's "Ceiling, Unlimited). If these promotions are a part of your responsibility, you might be interested in a new 24-page booklet we received from E. F. MacDonald Company, Dayton 1, Ohio. Title of the book is IDEAS, which stands for Incentives Develop Effort Action Sales. The booklet is handsomely put together, and carries plenty of sell for MacDonald. In addition, however, there's some pretty useful information including a breakdown on which incentives are best and for what reasons, and a few ideas on how to set up an incentive program. This is a worthwhile booklet you ought to see.

AN EXAMPLE OF EXCELLENT self-promotion came to use from Keller-Crescent Co., 16 Southeast Riverside Drive, Evansville 8, Indiana. They are mailing a 16 page booklet to customers and prospects describing their services, facilities and personnel. Format is clever, utilizing line cartoon drawings, type and headlines (in red) on brown kraft wrapping paper. Cover is a brilliant red, printed on 80 lb. Teton Tiara and car-



# Ansa-letter

wishes its

Accounts • Prospects • Friends
Suppliers • Competitors

# Many Happy Returns

OF THE SEASON and throughout 1961

do it better Better switch to Amou letter! Ansa·letter

DIVISION OF LATHAM PROCESS CORP. 200 HUDSON ST., NEW YORK 13, N. Y. PHONE: WORTH 8-4500

### get the professional approach

... to your

#### DIRECT MAIL



For a FREE roster of members of MASA, the professional creators and producers of BETTER direct mail, write to:

#### mail advertising service association

INTERNATIONAL

18120 James Couzens Hghy. Detroit 35, Michigan

POWDERLESS ETCHING
A COLOR PROCESS
BLACK AND WHITE
ZING AND COPPER

D
A
Engraving Co., Inc.
44 West 28th St., New York 1, N.Y.

MURRAY HILL 9-8585

ries the copy lead-in: "° ° ° an adverstising agency that came up the offbeat way!" Inside backcover has been folded to form a pocket with die cut slots. Each slot holds several 6" x 3½" cards, each one carrying a photograph and short biog of one member of the Keller-Crescent team. All in all, it's a pretty impressive job of telling their own story in a light, yet informative, manner. Probably can get a copy if you'll write for it. It's worth seeing.

GOOD PUBLIC RELATIONS gesture on the part of Walter Drey, Inc. 257 Park Avenue South, N.Y. 10, just prior to elections. Walter mailed out copies of a 60 page booklet called Prejudice and Politics, published by the Anti-Defamation League of B'nai B'rith. Copy carried only a rubber stamp imprint showing Walter had been the sender. No ad copy accompanied the booklet. The booklet is excellent, nonpartisan, and written by Charles Taft (son of the former President) and Bruce L. Felknor. If you haven't read this. you ought to. Cepies are 35c and can be obtained from the League at 515 Madison Avenue, New York 22, N.Y.

NOW THAT THE ELECTION'S OVER, this particular application of an arresting gimmick is passe, but the idea is fine. Finlay Brothers, printers in Hartford, Connecticut, mailed out a small greeting card, along with a gummed sheet. On the sheet were photos of Mr. Nixon and Mr. Kennedy, also their last names. The front of the card featured a frame into which you were to paste one of the photos. Caption below read: I am sure Mr. (then you pasted in the name of the man whose photo you had just affixed) will be in the White House in January . . . Then inside, another frame to paste in the other picture and the rest of the message-"If Mr. - invites him there!" If you were a Kennedy man, you'd have put Nixon picture on the front and the Senator's picture inside. Cute idea that could well have many other applications.

☐ A NEW COMBINATION mailer-return envelope was exhibited at the recent DMAA convention. This new format devised by Brohard & Associates 2707 McKinney Avenue, Dallas 1, Texas, is called the Retriever. It's an all-purpose mailing form that eliminates the need for return envelopes. When used for

billing purposes (as it has been by many firms) it needs no other material enclosed. When folded one way it is mailable to the recipient. Recipients receives the letter, opens it and finds statement written on the Retriever. After removing statement, recipient reverses the folds on the enevlopes, seals the edges forming an envelope-like pocket, inserts check, seals flap and mails. Full information on this new self mailing technique available by writing Brohard at the above address.

☐ SMITH-CORONA MARCHANT INC, recently introduced two new electric typewriters into the market. One, a secretarial model, the "400", is capable of serving as a component in computer systems. The other is the compact "200" which will be marketed for small busi-



nesses and for instructional use by schools. The "400" will sell for \$455, the "200" for \$225. Full information available from Smith-Corona Marchant, Syracuse 1, N. Y.

THE LETTERS MAILED OUT by the Chase Machinery Company, 3106 Purdue Street, Houston 5, Texas, do double duty work for this manufacturer. All letters mailed ont - including personally typed correspondence - are sent on Chase's own unique stationery. One side carries the letter head and space for message. The reverse side, however, instead of being left blank, carries a large illustration of one of Chase's products. Wm. M. Chase, general manager of the firm, is a great believer in the personal letter in mail advertising. Says Mr. Chase, in part: "Through the years I have sold machinery in all English speaking countries just by letter writing and with only the back page showing the product that we offer for sale. I thought you folks might like to learn that the bigger things of life can be sold by direct mail. If less folders and circulars were used in direct mail campaigns and personal letters substituted, industries could cut out many inferior salesmen and learn the secret of successful selling through letter writing."

□ NAMES IN THE NEWS that shouldn't be in the news, or the "we goofed" department. In October we ran



REPRODUCED IN 4 COLORS BY OFFSET LITHOGRAPHY ON CHAMPLAIN COATED OFFSET, 25 X 38-6ASIS 80-500, PRINTED 18 UP AT 4000 IPH.

## This is International Paper's Champlain, Coated Offset

(it gives brilliant reproduction for volume lithographic work) TURN PAGE



#### What you should know about CHAMPLAIN COATED OFFSET

-newest member of International Paper's leading family of fine papers

THE PAPER you hold in your hand is not an expensive enamel. It is totally new *Champlain Coated Offset*. Its low cost makes it ideal for profitable volume work on closely figured jobs.

New Champlain Coated Offset is a high-finish paper. It is coated by a precision engineered formula that provides a level, uniform surface. A smooth printing surface that gives improved definition.

This press-worthy paper has a high bulk vs. weight ratio, a high degree of opacity, quick drying properties and fine folding qualities that also make it ideal for economical volume offset printing. It is excellent for resort folders, seed catalogs, house organs, inserts, envelope stuffers, mailing pieces—any job where qual-

ity and low cost are important factors.

Ask your paper merchant for samples of new Champlain Coated Offset and its companion paper, new Saratoga Coated Book for letterpress.

Your paper merchant will also be glad to give you information about the other printing grades in International Paper's leading family of fine papers.



INTERNATIONAL PAPER

a short mention about the MASA convention in Detroit, dropped names left and right, including Bob Hemmings, an old friend from the West Coast whom we labeled as an employee of the Smith Company, Actually, Bob is a partner in Smith & Hemmings, direct mail advertising agency at 2617 South Broadway, Los Angeles 7, California. Since Bob has already received 27 letters wanting to know why he has changed jobs, we think we ought to set the record straight right away.

MANY OF YOU have inquired about the renewed receipt of letters from a National Titanium Co., Inc., of California offering bargain paint "stored in a nearby warehouse." Here's the situation: The Federal Trade Commission originally stopped this organization but the owner, a Mr. Swimmer, died in December 1959 and the complaint action was vacated. However, the same old letters started appearing in 1960 with a Swimmer signature but with a new initial. So on October 12, 1960 the FTC took action against Henrietta Swimmer and Tessie Somers. If you want to read all the details of this long drawn out case of misrepresentation, write to the FTC, Washington 25, D. C. and ask for seven-page, mimeographed copy of complaint, titled Docket No. 8139. Why don't tolks learn that the FTC means business.

UNUSUAL IDEAS in printing are now available in kit form from Linton Brothers Division of Crocker. Burbank Papers, Fitchburg. Massachusetts. Their "Printed Eye-deas" portfolio #14 features printing specimens from commercial production runs. Included in this portfolio are three covers, two die cut pieces, a zipper envelop: enclosure, a 6-page direct mail folder, and unusual doorhanger and a children's menu. Complete production data printed on each piece. Portfolios available by writing to Linton Bros, at the above address.

TWO PRINTERS ARE doing a fine job of self-promotion by sending prospects actual samples of jobs they've done for clients. Herbick & Held, 1117 Wolfendale Street, Pittsburgh 33, Pa. is mailing out copies of the annual report they printed for Duquense Light Company. Over the full cover is a folded paper jacket with a die cu: "key" shape, and the caption beneath "Your Key To a Better Annual Report." Inside portion of the jacket talks about the report, how well it had been received, awards won etc. I. S. Berlin printing company has done almost the same thing with a 24page booklet they had prepared for AllSteel Equipment Co. Instead of using a specially prepared cover, they attached a covering letter telling something about their facilities. Both booklets are exceptionally well done and might be available by writing H&H at above adress or I. S. Berlin at 3201 N. Kimball Avenue, Chicago 18, Illinois.

☐ A CURE-ALL, PERHAPS, to a problem that has been debated in previous issues of this magazine i.e. whether to address women as Miss or Mrs. when their marital status is unknown. Bus Reed devoted considerable space to it, prominently mentioning a suggestion that the word Madam could be used. However, this is considered a poor alternative because of the connotation of the word. Reader J. P. Bellamy in a letter issue discussed how the ladies react when addressed the wrong way. Now Florence Ulrich. Director of Circulation for Today's Secretary, notifies us that preferred form when the correct title is not known is "Ms". Hope this is a help to those of you who have been puzzled by this problem. And many thanks to you, Ms. Ulrich.

☐ WE GOT A KICK out of an envelope used by Franklin Wertheim of Abrax



## One machine to label postcards and magazines?

Yes...and at cost-cutting high speeds up to 16,000 per hour! The Cheshire Model E adjusts easily to handle small postcards and envelopes... middle-sized pamphilets and brochures... or even larger magazines, catalogs and quarterfold tabloids. Applies all types of labels, too (wide-strip, narrow-strip, continuous pack form, cut or individual labels)... whether they're pre-addressed from your punched cards, plates, stencils or other addressing systems. Compact... and easy to operate.

The Cheshire Model E.



Write for descriptive brochure.





This portable table SAXMAYER Model No. 6 is especially adapted to tie letter mail-also designed for general purpose tying of bun-dies in any sequence up to 6" high without adjustments. Adjustable legs and easters available at a small additional cost.

All SAXMAYER tyers are noted for SAFETY — automatic releases where needed; SIMPLICITY — all working parts are interchangeable; not only attractive in appearance but also EFFICIENT — fully automatic, speedy, firm, non-slip ties, economical in twine and time. Let us prove it on our trial basis.

Whatever your tying problem, there is a SAXMAYER model to meet it. Write us for details and litera-

DEPT. M

#### NATIONAL

BUNDLE TYER CO. Blissfield, Michigan

## PRINTING PROBLEM?

Carey can solve it-BIG RUN Speedily, colorfully and economically. Our roll-fed printing and unique paper facilities, plus round-theclock operation, easily meet your deadline and budget requirements. Call Arthur Friedman Sales Manager,

CHickering 4-1000

CALL **CAREY PRESS** CAREY 406 W. 31 St., N. V. 1

#### Looking For PRINTERS OF DIRECT MAILS

Refer to The Direct Mail Directory under Printers-Letterpress & Lithography on page

Instrument Corp., 179-15 Jamaica Ave., Jamaica 32, N. Y. to mail a press release about something or other which contained a glossy photograph of mechanical equipment described in the release. Pictures enclosed in 1114" x 834" envelopes sometimes get damaged in the mail . . so Frank printed in 48-point type on the lefthand side of a first-class envelope the following wording listed in vertical order (not run in as a sentence): "Photos, please do not roll/fold/bend/crush/crumple/

☐ BEST LETTERPRESS PROMOTION we've seen was run during November by the Fifth Avenue Letter Shop, Inc., 110 Fifth Ave., New York II, N. Y. Hope our other creative lettershop friends will not have hurt feelings but Robert Jurick deserves a real salute for originality and for being willing to spend real money to a limited list. Late in October he mailed a flamboyantly designed and printed 6" x 9" envelope to just 199 of his best customers announcing that in a few days they would receive the first of a series of nine photo-naming contests . . . to be received each Monday, Wednesday and Friday. The flamboyantly designed envelope would be used so that it would be easily recognized in the mail. Immediately on receipt . . the secretary should open, consult with her boss, and if enlarged picture of some small part of a machine used in producing direct mail could be correctly identified . . . the secretary should call Chelsea 2-5311. The first to call would win . . . \$50 in cash for the boss and a \$25 handbag for the secretary. Naturally, the stunt caused a lot of excitement among Fifth Avenue's 199 best customers. Starting with fourth mailing (second Monday) names of previous winners were included in folder with a complete explanation and picture of entire machine and its use. We flunked on several pictures . . . and will try to get a release on all so we can run a quiz page in The Reporter.

NO NEED TO PANIC when the typist makes an error on that extraspecial business letter. There's a new product on the market that eliminates errors without erasure or eradication. Called KO-REC-TYPE, it is simply a sheet of specially processed paper, one side of which is coated with a special brilliant white powder. When a mistake occurs. typist backspaces to exact spot where error is located and retypes the mistake after placing the KO-REC-TYPE between the ribbon and the sheet being typed upon. The powder then covers the error. Removing the KO-REC-TYPE and striking the correct letter makes the error vanish Some of the girls at The Reporter have tried it, and it works well. A year's supply costs \$5.75. We understand there are several products similar to this coming onto the market. Check your local dealer for details.

TO YOU OUGHT TO WRITE FOR THIS booklet if you have any contact whatsoever with the preparation of artwork for your direct mail, house magazine, annual report, or catalog. Called "How To Prepare Artwork for Letterpress-For Lithography", this 24 page booklet takes the reader through the art process from idea to printed piece. describing the different processes. Covered are principles of letterpress, black and white techniques, two and three



color art, screens, retouching, pasteup, line illustrations, halftones, the second color and process color. Five pages of charts translate art terminology into engravers terms and suggest the material the engraver prefers as backgrounds for 15 different art techniques. If you've ever had a losing battle with an artistyou didn't understand him, and he didn't understand you-you ought to send for this excellently documented guide book. written in clear, intelligible language that even a copy writer can understand. Copies are available free of charge by to Kimberly-Clark Corporation. Neenah. Wisconsin

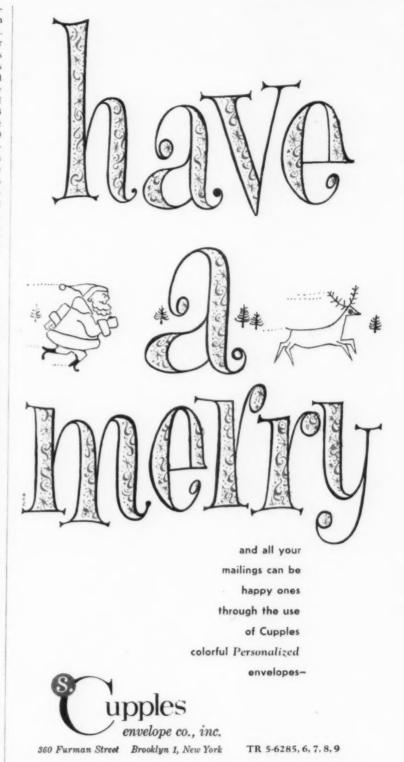
AN EXCELLENT RETURN was realized from a specialized mailing made by representatives of Nigeria last October 1st. Mr. Samuel Oti, head of Trade

...

and Investment for Nigeria, is responsible for getting industries to locate in this newly created independent country. Their Independence Day was October 1st, and since the papers for many weeks prior to this date were filled with news of the country, Mr. Oti felt this would be in ideal time to promote the country to prospective investors. With the aid of Economic Development Counsellors, 84 Fifth Avenue, N. Y., the Nigerian Office mailed out a letter and booklet to 5200 top executives and advisors of manufacturing firms in various industries Nigeria wished to attract. The mailing envelope was stamped "First Day of Nigeria's Independence." Letter offered the recipient a copy of the Nigeria Trade Journal if he would return the card. Over 10% of those mailed to requested the Journal. In addition, 53 prospects replied by letter suggesting specific investment and joint venture possibilities.

NATION'S BUSINESS, published by the Chamber of Commerce of the United States, Washington 6, D.C. recently conducted an interesting research and the results of it are available in an 106-page, processed manual from Herman C. Sturm, director of advertising. A questionnaire was sent to 1,000 prominent persons in the United States in an effort to find out what firms who are leading military prime contractors had the most favorable corporate image in the minds of businessmen. Participants were asked to indicate what firms they would be most likely to recommend when some young person wanted advice on where to obtain employment. Recipients were also asked what firm they would be most likely to invest large sums of money in. It is an interesting report . . . giving excerpts of the opinions on both questions from 378 executives. The two firms getting more than 50% of all recommendations were International Business Machines Corp. and American Telephone & Telegraph Co. The top nine, getting more than 10% of mentions, were the same for both questions (but not in same order). If you are interested in studying corporate personalities . . . you should have this report.

□ AN INTERESTING TEST on a questionnaire mailing was reported in the November issue of *Indicia*, the monthly newsletter of Clark - O'Neill, 1 Broad Ave., Fairview, N. J. The test seemed to prove that the addition of a personal-touch postscript at the end of a questionnaire letter would bring a greater response. In the test case, the increase was 27%. The University of Idaho sent 780 questionnaire letters to 780 people



OTHER OFFICES: BOSTON . WASHINGTON . PHILADELPHIA





Direct Mail and Mail Order

COPY

that makes SENSE

that makes SUSES

that makes SUSES

that makes BUYERS want
to do business with you

Write me about your plans
or problems

All details handled by mail

ORVILLE E. REED

HOWELL, MICHIGAN

Winner of two DMAA Best of Industry
Awards . . . Dartnell Gold Madel . . .

tâter of 1/47, "The wrife's smallest

without a PS. 781 other people received the same questionnaire letter but with a PS reading, "We need your help in this report. Would you please send it in promptly?" Letter with PS brought 31.4% return. Letter without PS . . . 24.7% return.

☐ BEST TESTIMONIAL USE we've ever seen appeared in a recent self-promotion mailing of Henry Wurst, Inc. (lithographers), of 550 Industrial Blvd., Kansas City 15, Kans. The mailing consisted primarily of a sample of the 64page catalog produced for the Goldblatt Tool Co., 1910 Walnut St., Kansas City 41. Mo. Inserted inside the cover was a memorandum written by Ted Isaac, advertising manager of the Goldblatt Tool Co. In the memorandum Mr. Isaac raved about the job his printer had done for him. He raved particularly about the bill he received for the 257,000 catalogs. The amazing thing about the bill was that it was less than the original quotation and the Goldblatt Company had been credited with production economies of \$810.52 on a total billing amounting to slightly more than \$20,000. Also inclosed were two clever return cards. One to be used for asking Henry Wurst to call and another card for supplying new names for Henry Wurst to add to his list. We call this a most convincing mailing. Some of you might like to write and get a sample for your idea file.

☐ A PACKET OF FLOWER SEEDS was used by Burt Kaufman in the Marketing Services Dept. of Rust Craft Publishers, Dedham, Mass. to dramatize mailing to stationery and gift stores for the purpose of pushing the sale of remembrance cards throughout the year. Part of the colored envelope containing a mixture of old-fashioned garden seeds appeared through a die-cut on the front of the self-mailer. According to Burt Kaufman, they couldn't very well use actual flowers to tie in with the boquet theme of the piece. So fell back on the seeds instead. A good stunt.

ATTENTION TRUCKERS and others who have been victimized by so-called police or law official magazines whose promoters high-pressure you into completely worthless advertising: We suggest that you write to the National Better Business Bureau, Chrysler Building, New York 17, N. Y. and ask for the latest bulletin on the Tennessee Police News of Nashville, Tenn. This bulletin was issued after thorough investigation and certainly proves that the 400 or more firms who could not resist the high-pressure selling tactics should have followed

the BBB slogan of "Before you invest... investigate." Thanks should go to Bob Cramer of Ozark Fisheries and several other DMAA members for helping to uncover this case.

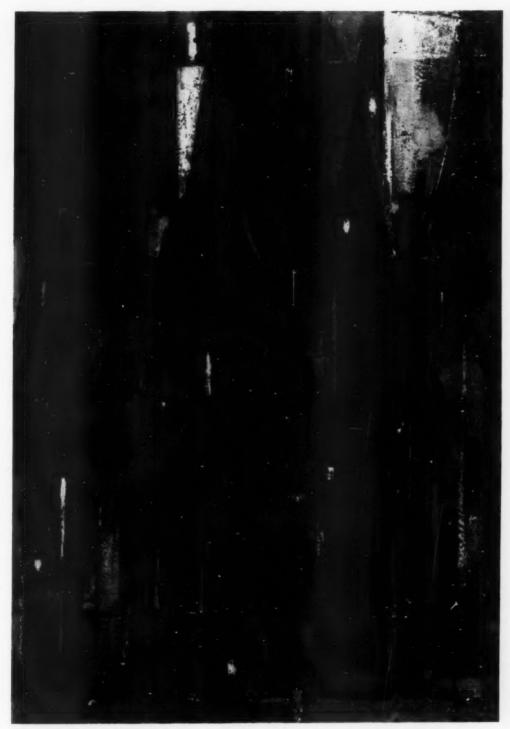
A PAPER FOLDING MACHINE that runs itself has recently been introduced by Heyer, Inc. 1850 S. Kostner Avenue, Chicago 23, Illinois. The new folder will—at the touch of a leverautomatically feed, fold and count 110



sheets a minute and deposit them through a belt delivery into a neat stack in an adjustable receiver. It can handle thin, medium, coarse, glossy or heavy papers in sizes from 3x5 up to 9x17. Cost of the machine, the Model EF-1, is \$229.50. Full information available by writing the manufacturer.

☐ LIKED A PUBLIC RELATIONS effort from the PR Department of Air France, 683 Fifth Avenue, New York 22, N.Y. They recently published a 16 page illustrated booklet depicting the histories of seventeen famous French chateaux. The booklet, called "Chateaux in the Sky" is printed in 6 colors. It describes not only the chateaux and the people who have populated them, but also reproduces and explains the evolution of their heraldic shields. The tie-in Air France? By the end of 1960, each of the seventeen will be a namesake of one of the airline's 707 intercontinental jets. A good looking, and extremely interesting book. Copies are available for a limited time, we understand, if you want to write to Air France at P.O. Box 224, N.Y. 10, N.Y.

□ A STUDY-BY-MAIL safety course for industrial foremen, developed by the National Safety Council, 425 N. Michigan Ave., Chicago 11, III. has solved the perennial problem of keeping key men on the job while they acquire the necessary safety know-how. According to all reports, this course has been satisfactorily pre-tested during the past year with foremen in all types of industry. Those who



"THE CATHEDRAL" by Edvard Johnson

A merry Christmas from the makers of Howard Bond ...



"MOTHER and CHILD" by Robert Keys

HOWARD PAPER MILLS . URBANA, OHIO . DIVISION OF DISCRETE STATE OF STREETS

take it can do their studying at home and tests and other contacts with the professional teachers are conducted by mail. If interested, you can get further information from Len Smith, director of industrial training at Safety headquarters in Chicago.

#### J

☐ THE ADVERTISING FEDERATION of America will hold another mid-winter conference in Washington, D.C. February 1 has been scheduled as the date of the meeting at the Statler-Hilton Hotel. This is the third such conference to be staged by the AFA and will be attended by representatives of all the advertising clubs in the country plus their representatives in Congress and the administrative branches of the government. We hope the speakers and the conference leaders will take a positive and optimistic approach rather than continue to talk about the fuzzy thinking of political candidates. The political oratory and tirades against Madison Avenue techniques are now a thing of the past. Let's forget the negative and accent the positive.

#### Л

☐ INSURANCE AGENTS might be interested in a new book called "109 Direct Mail Letters", written by Don Baker, whose editorial comments appear in *The Insurance Salesman*. 109 letters are indexed according to category, and there's at least one to fit almost every occassion. Cost \$2.50 each, and you can order them from Rough Notes Co., P.O. Box 564, Indianapolis 61, Indiana.

☐ A NEW DIRECTORY of Advertising, Marketing and PR Education in the U.S. is available from the Advertising Federation of America, 655 Madison Ave., New York 21, N. Y. The new edition, edited by retired president, Elon G. Borton, is the fourth of a series since 1931. It includes all the degree-credit courses in advertising, selling, retailing and related subjects offered in degree-granting colleges and universities in the United States and its territories as of January 1960. The price is \$3 per copy.

#### J

☐ HAVE YOU SEEN the gorgeously illustrated, 24-page brochure with deckle-edged, embossed cover and parchment fly leaves issued to advertise the Lincoln Continental for 1961? It is a superb job and accompanies the Henry Ford announcement of a two-year or 24,000-mile warranty on all 1961 Continentals. But why, oh why, did the creators spoil such a magnificent effort by printing on the carrying envelope in large type "confidential" underlined. That seemed to cheapen an otherwise beautiful effort. •

The copy below was set at 100 words per minute!

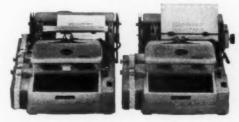
This copy was transcribed by a typist on the recording unit of a Friden Justowriter, thus producing both a first proof and a coded paper tape. The tape was then inserted in the reproducing unit which automatically prepared the repro proof at 100 words per minute, automatically justified and error free.

There is no faster method of preparing straight composition for reproduction.

The net output speed of the Justowriter is limited only by the speed of the typist. If she's a 70-word girl on an office typewriter, that's how fast she can operate the recorder. (There's nothing to slow her down: justification is automatically performed by the machine; errors are corrected by simply pressing one key.) Type faces? Take your pick of fourteen styles from 8 to 14 point.

C 1900 PRIDEN, INC.

These are the machines that did it!



Get full information from your Friden Man. Or write: Friden, Inc., San Leandro, Calif.



### DON'T GAMBLE WITH FIRE

Ansul Chemical's new Sentry Extinguisher is introduced to prospects by means of over-sized playing cards Gambling can be costly. When you play poker, all you can lose is money, and there's always another pot, always another game. But when you play with fire, it can cost not only money but lives as well—and there's never a second chance.

This is the theme of a recent fourpart mailing campaign by Ansul Chemical Company, Marinette, Wisconsin, to introduce their new line of Sentry fire extinguishers. To dramatize the gambling theme, Ansul mailed out oversized playing cards and a paperbacked book on poker to their prospects.

#### Sentry Ignored by Salesmen

This special promotion was prompted by a very discouraging discovery—salesmen were ignoring the Sentry when calling on customers and prospects. Here's the reason.

Ansul manufactures two types of dry chemical extinguishers. One is a cartridge type, used chiefly in small plants and isolated locations. These are recharged by removing the exhausted pressure cartridge, screwing in a new one, and refilling the extinguisher shell with more dry chemical.

The Sentry, however, is a stored pressure extinguisher, to be used chiefly in larger plants and other installations where facilities are available for recharging the units. A short time after the Sentry had been put on the market in 1959, market research studies conducted for Ansul revealed that Ansul salesmen were to some degree ignoring the sales potential of the stored pressure market. Sales calls for the most part were concentrated on good, long time cartridge extinguisher accounts, and few new calls on potential stored pressure customers were being made,

Ansul therefore had to devise a means to force the salesmen to think about the potential customer for stored pressure extinguishers, and then call upon him. As a result, salesmen were asked to provide a mailing list of prospects who:

- represented a substantial potential for stored pressure extinguishers.
- (2) were a legitimate buying influence and
- (3) were possibly Ansul customers already but who were potential stored pressure users as well as cartridge users.

With salesmen cooperation, a mailing list of 1,200 customers and prospects was compiled.

#### **Jumbo Playing Cards**

The first mailing consisted of five oversized playing cards which arrived in an unusual envelope. A huge jack of hearts printed in red covered one side with only Ansul's name and address on the other. The five cards inside the envelope were wrapped in a green sleeve illustrated with poker chips and carrying the caption "Don't gamble on a hand like this. . . . five cards were the ace of clubs, the five of spades, the five of clubs, the six of spades and the seven of spades. The copy on the reverse of one card said, in part: "Experts on poker will tell you that your chances of drawing successfully to this hand are extremely remote, Experts on fire protection will be just as quick to say 'Don't gamble with fire.' . . . Here at Ansul we are not all poker experts but we do know how to make the best fire extinguishers that money can buy." The back of a second card carried an illustration plus a description of the Sentry with the message, "Your Ansul man will have an important announcement about the Sentry soon. Watch for it." The other three cards were backed up with a blue and grey design featuring the Ansul logo and chemical symbols.

The second mailing continued the work of the first in arousing the interest of the prospect.

#### **Three Deals**

The "important announcement" was made in the third mailing, again a set of jumbo playing cards. Here, Ansul offered the prospect his choice of three "deals." All involved a premium offer of free dry chemical with purchases of the Sentry, the chemical to be used for training personnel in

The Ansul mailings arrived at the prospect's desk in a colorful attention getting envelope illustrated with a playing card.





A typical mailing. Copy on each of the cards pointed out some specific benefit to be derived from a Sentry. Regular sized playing card pictured will show you comparative size of cards.

the use of the Sentry in fire fighting. Deal One offered a free 50 lb. pail of dry chemical with every Sentry 10 purchased at the regular price of 866.00. Deal Two offered two 50 lb. pails with every purchase of the \$81.00 Sentry 20, and Deal Three offered three pails with every purchase of the Sentry 30 at \$99.00. (The Sentry models bear different numbers according to their size and number of pounds of chemical each

will hold. The smaller Sentry 10 for

example, holds 10 lbs of chemical.)

The purpose of the premium offer was two-fold, according to Jim Bowman, Ansul advertising manager. It provided not only a valuable and useful premium with each sale, but emphasized an important part of the Ansul philosophy—that training of personnel on real fires is an essential part of an effective fire fighting program. Trained fire experts are made available by Ansul for these programs. Although purchasers are en-

couraged to use the chemical for training, they are not required to, and some have kept the chemical in reserve for actual fire protection. The fourth mailing recapped the offer of mailing three, and gave the prospect full information on how to

take advantage of the premium offer. Besides the jumbo cards, this mailing included a Dell paperback edition of "Poker According To Maverick." Those inquiring about the Sentry, and requesting to see a salesman received a regular size deck of cards as a good-will gesture when the repre-

sentative called.

#### **Favorable Results**

Results from the Ansul campaign have been good. While sales figures, and percentages of return are not available, Ansul feels that the promotion achieved its primary goal—to get the salesmen to really think about the potential customers for stored pressure extinguishers in their areas, and then call on them.

Salesmen, too, were for the most part enthusiastic about the campaign, feeling that it not only gave them an "in" with their prospects, but that its presentation enhanced Ansul's reputation as a leader in the field. Reports from the salesmen indicated, however, that a mailing, no matter how well conceived, will bring results only if it has something to offer. Customers, they said, mentioned the merits of the specific offer about three times more often than the mailing itself.

The cost of the entire package—including the Poker book and regulation size deck of cards—was about \$5.00 per name to the 1.200 list. Favorable customer prospect reaction to the campaign has justified this expenditure. Only a few mailings missed their mark, either by being thrown away by a harried executive or by being stopped by a curious mail room clerk who wanted the item for himself. Only one request really gave Ansul cause for alarm.

A letter arrived recently from a professional gambler in Chicago, who had somehow gotten one of the oversized cards. Could he please, he asked, have several decks of the same, "marked, if possible?" •



REPORTER'S NOTE: Bob Fenton started in the publishing business in 1945 at Popular Science after putting his Navy lieutenan's uniform in mothballs. After jubs with McGraw-Hill, Street & Smith and Conde Nast, he became circulation director of Catholic Digest in January 1960.

# THE BIRTH OF A

How Catholic Digest started the Better Magazine Club, and some of the things they discovered in their early testing.

by Robert Fenton, Circulation Director, Catholic Digest

AST spring, Catholic Digest de-I cided to test the possibility of starting a magazine club by mail, a club that would not only self our own magazine, but many others as well. In May, we went into the mails with a test that would prove or disprove the feasibility of this club. Now, before you skip with bated breath to the last paragraph to see what happened, let me satisfy your curiosity. The test mailing was a solid success, and proved beyond question that we could profitably promote this club to our readers, other Catholics and non-Catholics as well.

I feel, however, that you might be interested in a breakdown of the results of this test. Some of the things we found out surprised us, and certainly furnished guideposts for our future promotions. Perhaps some of the things we learned with be valuable to you.

#### **Elements of the Test**

There were three basic elements to be considered in this test:

Package - The Package remained the same in all mailings with two exceptions. Each package contained a four-color gummed sheet illustrating 30 different consumer magazine covers, perforated so that each was a "stamp," copy describing the magazine, and the money-saving price offer. A second element was a colorful business reply card, which featured space to affix anywhere up to 4 stamps. Top of the card was guarantee from Club that subscriber could cancel at anytime if not satisfied and receive refund for unused part of subscription. The business reply card and the guarantee stub carried a membership number, which was ostensibly his and his alone. However, as most of you know, this processed number is only a device to help motivate the recipient to prompt action. A business reply envelope was also enclosed for cash orders.

The fourth element was the letter: Letter—Three different letters were tested in this promotion. All three were 5 x 7" printed red and black and carried copy on pages 1, 2 and 3 with the back page blank. Copy for all three letters is illustrated on the opposite page.

Extra Offer — The other variable was an additional offer tested to some parts of the lists. More about that later

Lists -- Four different lists were tested. They were:

- 1. Catholic Digest subscribers
- 2. House list of prospects and expires
  - 3. Outside list of catholics
- 4. Outside list of non-catholics (Book Club)

#### **Letter Test**

Each letter was a part of packages mailed to all four lists. Here's a breakdown showing how the letters rated when pitted against one another in the same list:

	List 1	List 2	List 3	List 4
Letter 1	3rd	3rd	lst	Ist
Letter 2	lst	1st	3rd	3rd
Letter 3	2nd	2nd	2nd	2nd
		1.07	ale v	Fr

Two elements present in each of the packages tested. Left, the sheet of stamps, printed four-color on gummed stock. Right, the order card with space for up to 4 stamps. Each card carried the "exclusive" membership number 4206. We report this gimmick as an integral part of the story, but editorially do not approve of its use since it tends to deceive the recipient.





#### **Catholic Digest** BETTER MAGAZINE CLUB



Dear Friend:

You'll be delighted to learn that I can furnish your favorite magazines at tremendous savings ..

... like McCALL'S at 17 1/2# a copy, instead of 39# - LIFE at only 9 1/3# - GOOD BOUSEKEFING at 16 2/3# - GLAMOUR at only 17 1/2# - GOODET at only 17 1/3# - and over a dozen others just as attractive.

But how is this possible, you ask ...

I feel very strongly that wholesome maga-rine reading should be encouraged, not just because it's healtry, but because it's fun. After I developed a list of just such magazines I suggested that each publisher let me offer his publication...

... at a rate close to HALF the single-

(Over - please)

2

You "get to know a magazine" without apending a lot of soney ... ay way of encouraging good reading. The publishers must like the idea, because they were more

Just meagine ordering TV GUIDE at a saving of \$3.27, FORULAN MECHANICS saving \$2.57, ASSISTANCES SAVING \$2.55, FARRENTS saving \$3.77, CANDOLLD DIRECT SAVING \$2.00, and others saving \$2.02 to \$4.00. Too make your selections from the leading magazines in each field ... they bring you then nevent, the most interesting for sports, 77, news, Tamilion, home Jecorating, gardening, Sonsens a few.

But this is such an unusual offer, I must ask that you ...

- -- limit your choice, up to four magn-zines, no more
- -- paste the proper stamps on the en-closed Savings Card
- -- make sure that the Serial Number on the enclosed guarantee stub is the same as the number on the Card

You have my guarantee that you order with-out risk or obligation.

There is no need to pay now. Simply select your magazine, paste the stangs on the Savings Card and sail today. You only pay after your first topics arrive. If you change your mind after ordering, you may cancel and receive a refund for the unused part of your subscription, or select another magazine.

#### But time is short -- buys like these don't last

Publishers tell me that they cannot pro-mise to keep these very special rates open for more than twenty days. So be sure your order arrives on time and make your selection immediately.

Just choose the magazines you want most -- paste the stamps on the Savings Card -- and mail today.

Cordially yours,

Tank Burn Father Faul Bussard

#### **Catholic Digest** BETTER MAGAZINE CLUB



Dear Friend:

I'd like to prove to you -- at my risk --that wholesome magazines make the best resding.

Here's how you can try the CATHOLIC DIGEST Better Magazine Club at no obligation:

Belect your favorite magnitud: Look over the attacked list, You'll find leading magnitude in each field... they bring you the newest, the most in-teresting in sports, Vy, news, Tamano, home-lecorating, gardening, and other subjects.

Cogure these tremendous wavings: You'll find bargains that you never thought possible ... top amputions at rates close to half the single-copy cost. You'll see McChil's at 1/8 a copy, in-skess of Ne - LIF at only 0 1/4 -GOOD MOURANTING at 10 1/49 - GLAMOUR

(Over - please)

at only 1756 - CORONET at only 1% 1/36 - CATBOLIC DIGEST at only 16 2/36 - and over a dozen others just as attractive.

Choose no more than 4 magazines: This is such an unusual offer, that we must limit each buyer to no more than 4

Paste the stamps on the enclosed trial card, sign and mail.

No risk to you: There is no need to pay now. Tou only pay after your first copy arrives. If you don't agree that his is the best bargain in wholecome residing you have ever seen, you may cancel and receive a refund for the unused part of your subscription. Or, you may select another magazine, if you prefer.

But how is this possible, you ask.

I feel very strongly that wholesome magazine reading should be encouraged, not just be cause it's healthy, but because it's fun. Other publishers are joining so in offering their magazines at rates close to MALF the single-copy cost.

I have enough faith in your good taste in read as and your appreciation of a real bargain ... to offer you my own guarantee of satisfaction.

П

#### Time is short -- and this is the only offer I can make this Spring.

Many publishers tell me that they cannot promise to keep these special rates open for more than twenty days. So be sure your order arrives on time, make your selections immediately.

Just choose the magazines you wart most --paste the stamps on the Savings Card -and wall today.

Cordially yours,

Tank Bourns Pather Paul Bussard

3

#### **Catholic Digest** BETTER MAGAZINE CLUB



in Number is: Your Club Mes

4206

You are cordially invited to join the IATHOLIC BIDDST better Magnetime Club, as a Charter Member. I have sponsored this Club for one reason only - to encourage wholesome magnine reading, not just because it's healthy, but because it's fun, Your sembership does not obligate you in any way and offers you these important benefits:

Your favorite measines at tremendous

You'll find bargains that you never thought possible ... top magazines at rates close to haif the single-copy cost, You'll see McCALL's at 17½ a copy, instead of 35 d LIFE at only 9 1/4 - GOOD ECOSEMENTS at 16 2/3 - GLAMOUR at only 19 1/9 - and over a dozen others just as attractive and over a dozen others just as attractive

Just lengine ordering TV DUDE at a saving of \$1.07, POPULAR MORRANCE saving \$2.07, PARSENS making \$2.07, CATHOLIC DUEST saving \$2.00 to \$2.00. To sake your selections from the lending magines in sean field. . . they bring you the newest, the most interesting in sports, TV, news, fashing, bose decorating, gardening, to name a few.

#### There is no membership fee and you simply order the magazines you wish.

Your Club entitles you to order at no risk or obligation: There is no need to pay now. You only pay after your first copy warrives. If you don't agree that this is the best bargain in reading you have ever seen, you may cancel and receive a refund for the numeed part of another magazine, if you prefer,

There are a few rules, however. I must ask that you ...

-- limit your choice, up to four magazines, no more

- -- paste the proper starps on the enclosed Savings Card
- -- make sure that the Club Membership number on the order form is the same as the number in the letter.

But time is short -- buys like these don't last,

Many publishers have told me that they can-not promise to keep these very special rates open for more than twenty days. So be sure your order arrives on time by making your selection immediately.

Just choose the magazines you want most -and mail today.

Cordially yours,



CL-3

(Ower - please)

ceived from all four lists, Letter 3 pulled the best, while Letter 1 was second. From these results, I conclude that copy for this type of operation must be extremely simple and clear, must point out large savings and must have a reason for the offer that rings true.

#### **Oddities in Returns by Price**

Since we were dealing with 30 different magazines, we were also dealing with several different price tags. I am sure that you will recognize that arbitrary conclusions from this analysis of returns by price can be misleading. Actually, we were not only measuring the pulling power of different price offers, but also the pulling power of different titles. Nevertheless we found that:

A dollar unit is effective for a lessknown title.

A \$2.00 unit is misleading, because of Catholic Digest Magazine.

The \$2.20 price was very successful, \$2.45 was disappointing.

Prices just below \$3.00 were very effective over a diverse list of titles. \$3.00 did well, but only for one magazine that normally sells easily.

Odd prices over \$3.00 do well merely because of one good title.

Prices slightly under \$4.00 were very dependable. They brought in a \$273 average per title, while the offers just under \$3.00 brought in \$272 per title. This offer brought in less subscriptions, but the same volume as the offer just under \$3.00.

We were surprised to see one title did well at \$6.00, as we would have expected this to be unsuccessful.

Here is a breakdown of sales results by price. Actual names of the magazines have been omitted for obvious reasons: (see below).

SA	LES BY GROUP		
GROUP	NO. OF TITLES	% OF ALL ORDERS	
Woman's Service	3	13.6	
Home Group	4	8.2	
News Group	3	7.9	
Fashion Group	3	5.5	
Youth Group	3	9.5	
Hobby Group	3	8.6	
Sports Group	3	5.6	
Digest Group	2	20.7	
Miscellaneous (one Picture Gardening TV	each)		
Mechanics Health Literature			
	6	20.4	

By group here's the way the different magazines fared (see chart above).

An additional "copy" test was made over four test lists by adding an extra element to our standard package. This was a second gummed perforated stamp sheet, carrying twelve additional titles. Over all, this did poorly and we feel caused sufficient confusion among recipients to hurt the overall response.

Naturally, none of these statistics can be considered a controlled test, where one element or price is a variable to be isolated and observed. Nevertheless, we are starting to get a glimpse at the buying habits and patterns of response from prospects given a wide selection of magazines and prices.

We make no effort to sell one magazine rather than another. Not even our own Catholic Digest receives preferential treatment. Therefore, certainly, three factors above all else seem to affect the title selected: the magazine's reputation, the price, the subject matter. I list subject matter separately because we sell several lesser-known magazines quite well because they deal with popular fields of interest.

Where do we go from here? I would say that we will seek to make this more of a "Club" in every sense. We will refer to our customers as "Members", and in fact go as far as to test a Trial Membership offer of three months. In this new test we plan to issue three-month Membership Cards. In short we are intrigued with the Better Magazine Club, and desperately hope members are too!•

Title	Dollar Volume at \$1.00 & \$1.97 Offer	Dollar Volume at \$2.00 Offer	SALES Dollar Volume at \$2.20 & \$2.45 Offer	BY PRICE Dollar Volume at \$2.63-\$2.98 Offer	Volume at \$3.00-\$3.37 Offer	Dollar Volume at \$3.60-\$3.98 Offer	Volume at \$6.00 Offer
1	\$162.00	\$196.00	\$121.00	\$373.00	\$179.00	\$633.00	\$132.00
	\$254.00	\$1,122.00	\$143.00	\$295.00	\$543.00	\$159.00	\$336.00
3	\$232.00	\$174.00	\$196.00	\$193.00	\$306.00	\$ 76.00	
4		\$212.00	\$140.00	\$361.00		\$256.00	
5				\$550.00		\$239.00	
2 3 4 5 6 7				\$158.00			
7				\$ 48.00			
8				\$349.00			
8 9				\$119.00			
Total Dollar Volume	\$648.00	\$1,704.00	\$600.00	\$2,446.00	\$1,028.00	\$1,363.00	\$468.00
Aver. Volume Per Title	\$216.00	\$426.00	\$150.00	\$272.00	\$343.00	\$273.00	\$234.00

## Tell'em and Sell'em

How one insurance agent tried direct mail as a last resort, found it worked, and then improved on it.

by Edward Lagron

THREE or four years ago my partner and I decided that we had the capacity to increase our volume without any appreciable increase in our office expense. We are in the insurance business, selling all phases and types of insurance. In that there is very little price competition, the success of the agency rests largely on personal equation and reminder strategy. Recognizing this as a format, we set up an advertising budget, rolled up our sleeves and went forth to beard the lion in his den. We made a lot of mistakes, we poured money down that proverbial "rat hole" — we learned the hard way and almost lost our shirts

Our first efforts called for the use of newspaper display as our media. We had some returns, but they were far too costly because of a tremendous loss of circulation. We were buying circulation and coverage that just couldn't, in a million years, use our services; we were paying for something that we couldn't use. This is not an indictment of newspaper advertising, and in all fairness I must hasten to say that the sales which this media produced were very good leads and we made some fine connections. It was unfortunate that the cost per dollar premium was all out of proportion and so top heavy that we just could not afford to pay \$14.78 for each dollar in premium. Not even our Washington master-minded budget manipulator could have chewed on that one. It just wasn't in the cards

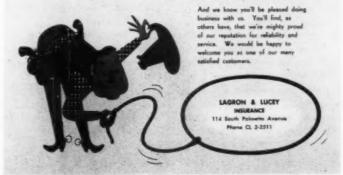
We tried TV and later radio, but neither of them changed the cost figures enough for us to shout, "Eureka, this is it!" We were becoming

rather disappointed and discouraged. and almost ready to throw in the sponge. It didn't look as though we had a product that could be advertised profitably. We knew that old story about building a better rat trap and we were naive enough to believe that a few sign-posts judiciously placed along the route pointing toward that rat trap might make it easier for the public to find it. Our next effort was the use of the mailing folders which the companies supplied us gratis. They were beautiful, ornate jewels that should win a round of applause at any advertising convention. With this mail campaign and with using the companies' supplied mail material, we broke just about even. The results were just good enough to encourage us to continue and just bad enough to make us wonder if it was worth the effort. Then we studied and analyzed the material we were using. The answer was right in front of us, but we had not been able to see the forest on account of



Above, front of the small Wanted folder, and below copy and illustration on the inside spread.

### WANTED: a chance to please you!



The material we were getting (for free) from the companies might win first award as beautifully designed mailing pieces, but they did not have what the agent needed. In the first place, they were too "nicey-nice"they didn't talk like we talked-there was far too much copy and there was no appetite appeal. They were much too formal and as cold as a hot water bottle on a winter morning. They played up the company and bragged about it like the only rooster in the henhouse, but the average customer doesn't give a "tinker's darn" about the company. It is the agent that he has to know and trust. It became quite obvious to us that these direct mail pieces had been designed by some advertising genius on Madison Avenue, and in order to get his layout and copy "O.K.'d" by his client, he had lavishly fed his client's ego with a lot of incongruous four-syllable superlatives. Once we found out

what was derailing our train, it was but a simple matter to put enough ballast on the road-bed, so that it would carry our fast stream-lined sales message.

We made up some form letters in which we used most of the companies' enclosures—but our letters were very informal, very short and interposed generously with slang. Our non-professional, amateurish letters might have caused the intellectual advertising giants in their "ivory towers" to tear their hair and scream to the high heavens, "You can't do that—it's terrible!"

The strange thing about it—the prospects apparently were as dumb as we were; they read and they bought. After the success of this type of mailing was assured, we went further, and with even greater success. One of the toughest phases of insurance selling is "cold canvassing." This is about as rough as selling

refrigerators to the Eskimos. In order to break down that initial hurdle when the prospect says, "I never heard of your agency" or "What did you say the name of your agency was?"—we found the solution. A four-page 4 by 6 two-color folder. On the cover (or Page 1) was a hardboiled TV version of a "Bad Man." Under this illustration was the single word "Wanted," set in bold-face caps and letter-spaced. Page 2 was blank, and on Page 3 was some short copy setting forth the fact that we wanted an opportunity to serve this customer's insurance needs and we wanted a chance to demonstrate our unexcelled services. That was all there was to our "Wanted" folder. Every call that we anticipated making was sent a "Wanted" folder forty-eight hours before the actual personal contact was established.

The folder was mailed in a plain, formal-looking white envelope without any return address and without any enclosure. The reason for no return address was that we did not want to "tip off" the prospect to the fact that this was an advertisement from an insurance agent. We also had these envelopes addressed in long-hand by one of our girls. Definitely NOT typewritten. A little psychology was surreptitiously applied. Very few men will throw away an envelope addressed to them personally in feminine hand-writing. The complete lack of copy on the front page appealed to the customer's curiosity, and he could not resist the temptation to open the folder and see "who" or "what" was wanted. When he did open this folder, he knew the name of our firm and what we had for sale.

The results have clearly and decisively established these irrefutable facts:

1st-An insurance agency can advertise profitably.

2nd—Direct mail is the only media that can produce sales at a cost that is within the local agent's budget,

3rd—Direct mail pieces have to be designed carefully by someone who knows the market and also knows the agent's problems.

With a product like insurance, which is sold by personal contact and rot by mail, a very minimum of copy should be used. Confine the mailing piece to "teaser" copy which supplies a desire to know more about the policy. Let the direct mail open the door for the agent, and let the agent do the selling.

Here are three samples of Ed Lagron's short and pointed "letters" which he sends to prospects. Usually they are accompanied by an informational brochure.

#### "THE DOCTOR IS OUT"

I'll say he's out—in fact, he's out about 15 Grand—and he's unhappy.

Doctor, you like other physicians undoubtedly have a fat juicy list of accounts receivable. They are part of your assets. Your banker lists them on your financial statement.

Now you whisper in my ear and tell me how much you would collect if your office were to burn down and your accounts receivable ledger was just a cute bunch of fine paper ash. We will insure your accounts receivable so that if after the fire you are unable to collect all the money owed you, we will "kick in" for your uncollected bills.

Just sign your name to the enclosed post card, tell us whe nit will suit your convenience to meet with us, and we'll tell you the whole story.

#### FOR SALE

Lady's 1 carat platinum ring. A bargain at \$12.00.

If you haven't insured your rings, that's what you are offering them at.

You can buy \$1,000 insurance on your jewelry for only \$12.00. When shall we see you? Tell us by returning the enclosed postcard.

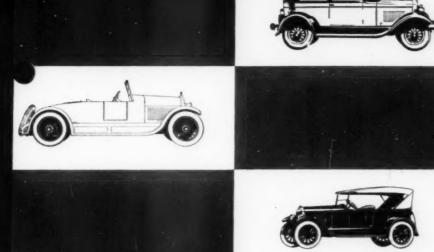
TO ALL BURGLARS
AND JEWEL THIEVES
YOU ARE CORDIALLY
INVITED TO ATTEND
MY DAUGHTER'S
WEDDING RECEPTION,
RSVP NOT NECESSARY

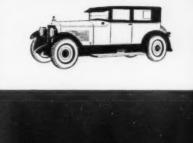
Until your new son-in-law says, "I do"—you are responsible for the bride's happiness.

How happy is she going to be if some clever thief cleans out the wedding gifts and you didn't protect her wedding presents?

We insure wedding gifts against all losses.

Think it over—then, let's talk it over.





## **HOW THE TORRINGTON COMPANY** IS MEETING THE CHALLENGE OF **EVER-INCREASING COMPETITION**

Ever since the 1930's the products of the Torrington Company, Torrington, Connecticut, have played a key role in the automotive industry. The sales and technical people at Torrington (which manufactures loose needle roller complements and needle bearing assemblies) have built a fine reputation by working closely with the automotive industry in designing bearing assemblies essential to such automotive advances as automatic transmissions, power steering, window lifts, improved universal joints, clutches and the Chrysler alternator system.

For many years, Torrington's position in this market has been enviable. Since needle bearings were a comparitively new field, competition had not been a problem. But now, many new firms are moving into this field, and Torrington has had to reaffirm its position as the leader.

In 1959 a small, but effective direct mail program was created to remind Torrington's limited but vital audience of Torrington's basic role in the development of the automobile. The program was particularly aimed at newcomers to the field.

Torrington, along with their advertising agency, Hazard Advertising (444 Madison Avenue, New York,

N. Y.) worked for months to develop an idea that would hold the interest of the sophisticated audience.

The result was a series of three brochures, each of which incorporated a 10" x 12" print of an historic automobile. The original prints were created especially for this program by Leslie Saalburg, famed automotive illustrator whose work frequently appears in top consumer magazines.

#### **Unusual Cars Depicted**

Familiar historic autos, such as the Stutz Bearcat, were carefully avoided. Instead, Mr. Saalburg was commissioned to paint such unusual cars as Charles Duryea's first tiller steered auto (Torrington is responsible for advances in steering) and Nicholas Cugnot's eighteenth century steam propelled road wagon (Torrington has helped perfect the alternator generator source.) In every case there was some relationship between the old vehicle and a technological advance in which Torrington has played an important part.

Copy in each brochure identified the subject of the illustration and mentioned Torrington's contribution to a related advance in the industry.

Tag line on the copy for each brochure was "For Torrington offers not only a product, but a partnership in progress." This helped focus reader's attention on the cooperation Torrington extends when customers need technical assistance,

The first campaign was mailed in the Spring of 1959, one brochure going out in March, another in April and the third in May.

The mailings were sent to a well defined group of about 650 persons in the automotive industry, largely engineers and purchasing agents. These customers and prospects are located primarily in the Detroit area.

During 1960 a second set of three brochures with prints was mailed to the same list and plans for 1961 call for another mailing of three more.

The cost of this program so far has been less than \$7,000 each year, although it's expected to be slightly higher in 1961 due to increased costs.

#### Results

Results from this program are not easily isolated. Since there is no "reply card" to send (or for that matter any action requested) the brochures do not stimulate an overt response. Sales figures are not a clear guide either since Torrington also uses other means of advertising and promotion. Business however, has

been good and has been continuously climbing upwards. Management, we are told, is obviously happy with the program since the third campaign has been set for 1961. Moreover, Torrington executives and sales representatives have observed sets of the auto prints framed and hung in offices, reception rooms and even in private homes of recipients.

The Torrington campaign was awarded top honors for 1960 in the annual National Advertising Agency Network direct mail award competition. According to Bill Otto, account executive for Hazard Advertising on the Torrington account, the judges considered not only the initial impact of the mailing but the lasting effects as well. In their judgment, every framed automobile print was a daily reminder of Torrington. The high quality of the entire mailing reflected Torrington's corporate identity as a careful manufacturer of top quality auto components. •

Below, left, a dimensional shot of one Torrington mailing piece. Area at the top holds one of the prints, which can be easily lifted out of slots for framing. Immediately below is the copy which you'll find printed on the lower part of the mailer. We have reproduced it here to show you how copy ties in with the theme of the mailing campaign.

#### YESTERDAY ...

For a short time around the turn of the century, the handsome electric hansom outnumbered gasoline cabs. Electric automobiles at that time generally offered greater reliability and were particularly suitable for the short trips and frequent stops of city driving.

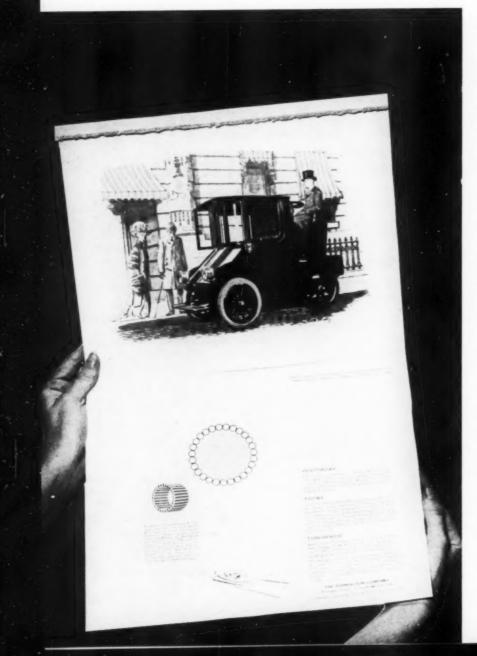
#### TODAY ...

The power and reliability of the gasoline engine soon made the "electric" obsolete. Advances in automobile design have brought low-cost, efficient transportation within reach of all. Torrington's power-saving life-extending needle rollers play their part in every development of the automobile. With each new advance, Torrington supplies the basic creative engineering that matches the right anti-friction components to the new needs.

#### TOMORROW...

Renewed interest is being shown in electric automobiles. Soon, perhaps, the electric car will again appear on city streets, with miniature superperformance batteries providing the speed and range demanded by today's standards.

Whatever the power unit, problems of friction will still need to be overcome. Torrington — your assured source of supply — will continue to contribute the research and engineering skills that make today's bright promise a fact of tomorrow's living. For Torrington offers not only a product, but a partnership in progress.





## UND RAISING AMONG FRIENDS

A Case History of a Fund Raising Program Used by a Quaker Hospital in Philadelphia

by William Sheppard

Reporter's Note: William Sheppard is a professional writer, and his work for one client is now a happy circumstance for us. Reporter stories are written either by the staff, by direct mail practitioners, or by professional writers. Here is a case history from a writer who guided a fund raising program from its conception to the present time. If you're at all invalved in raising money, we think you'll enjoy this

IN ITS fiscal year, which ended February 29, 1955, Friends Hospital of Philadelphia received 25 contributions totalling \$4,854.80. In the fiscal year, which ended February 29, 1960, this same hospital received 931 contributions that totalled \$52,736.06.

What happened in these five years to bring about this increase? Just one thing: a fund-raising program conducted entirely by mail.

Although Friends Hospital was the first private, non-profit institution in America devoted to the care and treatment of the mentally ill, since its founding in 1813 it had never made any sort of outright appeal for contributions. Established by well-to-do members of the Religious Society of Friends (Quakers), it had never really needed contributions. But by 1855 the increased costs of maintaining a hospital created a

need for money - beyond that received from endowment funds. The Board of Managers appointed a committee and gave it the assignment

this committee. Its members offered me a full-time job, but I didn't want to take it primarily because I felt it was not a full time job.

In October of 1954 I started in at Friends Hospital with the title of Assistant to the Superintendent.\* I was given a desk, a typewriter and a warm reception. Everyone seemed glad to see me. No one told me what to do

Actually, no one knew what to tell me to do. A professional fund-raising organization had made a pre-campaign survey and had decided that

of encouraging more gifts. During the fall of 1954 I met with

• It was thought that any such title as Vice President for Development or Director of Public Relations would be far too high flown for hitherto completely quiet Friends Hospital.

an educational campaign was needed before a fund-raising campaign could be started. The Hospital was known by physicians and by relatives of patients . . . and by just about nobody else. Though all of its Board Members were Quakers, the Hospital was not a part of official Quaker organization and, because of this, there were even many Friends who never heard of "their" psychiatric institution.

When I began at Friends Hospital the general feeling of the Board seemed to be that after the educational program had had its effect, there would be an organized fundraising campaign conducted by the professionals.

Without going into great detail, let me explain that the educational efforts were extended into each of the following areas: (1) members of the Hospital's 500 member Corpora-

These two 5 x 7 letters were mailed out to accomplish the same purpose, but notice the language of each. The one on the left uses standard English, while the copy on the right employs the quaint, friendly speech of the Quakers. Copy on all letters for this campaign was written by Mr. Sheppard.

Friends Hospital Transfired Philadelphia Ja

Dear Friend:

It is a pleasure to send the enclosed

Reading the Report of the Hospital's Reading the Report of the Hospital's past fiscal year, you will see frequent references to the changing role of the Hospital... and how it now cares for in-patients, out-patients, day-patients and night-patients. This is a natural result of our determination to return as many people as possible to useful, productive lives.

In the accompanying list of contribu-tors you will see that the Hospital received more fore you will see that the Hospital received more gifts last year than during any other of its 142 years of service. For this, all of us connected with the Hospital are very thankful indeed because only as a result of this generosity have we been able to bring more help to more people.

How wonderful it is that Friends Hos-pital has so many kind and thoughful friends!

Friends Hospital Frankford Philadolphia Sa.

Ninth Month, 1959

It is a pleasure to send the enclosed Annual Report to thee.

The Board of Managers is especially interested in keeping members of the Philadelphia Yearly Meeting informed about the Nospitals progress, because ever since its founding in [813, its affairs have been handled exclusively by members of the Religious Society of Friends.

Reading this Report, thes will see frequent references to the changing role of the Hos-pital...and how it now cares for in-patients, out-patients, day-patients and night-patients.

In our determination to return as many he our determination to return as man people as possible to useful, productive lives, we keep the rates to our patients at a level which pre-cludes accumulation of the funds we need for major renewals and for capital improvements. We must, therefore, rely on the help of those who share our desire to alleviate the suffering of the mentally iii.

Thy financial support is earnestly solicited at this time so that Friends Hospital who able to help more people.

Similar limits of Samuel Emien, 3rd Samuel Emien, 3rd Adanagers

27

THEODORE L. DEHRE M. D. Super-merden

S MELSON MATTS Business have



Friends . Hospital

I December, 1958

Dear Friend

"To turn them toward recovery." What a worthwhile goal that is! And how rewarding it is for all who have a part in it.

This year, because of the generosity of friends of the Hospital, we have been able to make several worthwhile improvements. Yet each forward step, encouraging though it is, emphasizes the Hospital's further needs.

In our determination to return as many people as possible to useful, productive lives, we keep our rates to patients at a level which precludes accumulation of funds for improvement and expansion of our services.

We must, therefore, continue to rely on the help of those who are concerned with progress in the treatment of the mentally ill in the tranquil, supportive environment of Friends Hospital.

Both the opportunities and the needs are great here. A contribution from you at this time will be deeply appreciated and very carefully used. Let me say also that your contribution will be doubly valuable to us as tangible evidence of faith and encouragement.

Samuel Emlen, 3rd
President
Board of Managers

SE/s

A NON-PROFIT, PSYCHIATRIC HOSPITAL DEPENDENT UPON GIFTS

A mailing on the first Monday of December is more effective in itself than any mailings made at other dates of the year. But its weakness is that it gives no time for follow up. Now Friends Hospital makes its big mailing in September and follows up the larger donors with a first-Monday-in-December mailing.

tion: (2) members of the Religious Society of Friends; (3) physicians; (4) the nearby community; (5) the general public. News releases and feature articles were sent out to publications, but the major part of the educational program was conducted by mail—including the mailing of reprints of the published news releases and feature articles.

By the end of my first twelve months I felt that sufficient progress had been made to warrant fund-raising. I expected Board Members to push for the start of a campaign, but none did. This puzzled me until I realized the situation.

Unlike the Boards of most hospitals, the members of the Friends Hospital management group had not been selected for their ability to raise or give money. These quiet, highly respectable Quakers were in-

vited because of their talents as investors, bankers, grounds-keepers, heating experts, physicians, etc. Annually, the 500 Corporation members were invited to attend a business meeting, but they had never been asked to do more than that. Because the Hospital was a psychiatric institution, no women's auxiliary had ever been organized. Thus, if there was to be an in-person fundraising campaign, there was almost no one, other than Board members, to do the work. Their reluctance to press for action in this direction was, therefore, quite understandable.

It would have been completely satisfactory with all concerned, if I had just gone on educating. But I didn't feel that was enough. I felt sure donations would be sent if only an invitation were made. I proposed that we make a mailing to relatives

of ex-patients, to Corporation members and to as many Quakers as we could list. Some Board members felt that a mail appeal would get less money from many people than an in-person approach would get from those same people. When I pointed out that some money was better than no money, they saw the logic of that. They also saw my point that many people believed that Friends Hospital needed no money because it had never asked for any. Because of this, the Hospital was undoubtedly also being left out of wills. We decided to make Friends Hospital's first public appeal for funds and to make it by mail.

#### 2000 Initial Mailing

There were only about five weeks between that go-ahead and the 10th of December, the date beyond which I felt we shouldn't mail because of the Christmas card rush. We beat the deadline getting about 2000 envelopes in the mail. Most of the response came before the end of December, but other checks trickled in through January and February and by the close of the fiscal year (at the end of February) 318 contributions totalling \$39,876 had been received. Some verbal approaches had been made here and there along the way, but an extremely high percentag of those 318 gifts came with no more pressure than the letter, folder and reply envelope.

The by-mail fund raising program continued during the Hospital's next fiscale year, during which time 548 contributions were made totaling \$61,304.

The following year was a disappointment-just \$25,407 came in. But, though this amount was drawn from the two previous years, there was one very encouraging sign; a total of 801 people donated to the Hospital. This meant that the base was broadening. Twenty-five thousand dollars still represented the interest on quite a lot of money, had it come from endowment funds. The Board decided to try one more year of by-mail fund-raising-and I knew that, if less people gave and if less money came in, this way of raising money for Friends Hospital would probably be stopped.

In that fiscal year, 1958-59, the tide turned, 915 people gave \$61,046. Last year 942 contributions totalled \$52,263. By September 1st of the current fiscal year (which started March 1st) the pace was well ahead of any other year with 263 people

giving a resounding \$43,657—and with the top months of October, November and especially December (always the top month of all) still ahead.

Thus the by-mail fund-raising program at Friends Hospital can be judged a success. Each year more people became donors. Each year contributions reach the significant total of more than \$50,000.

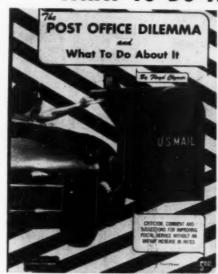
Without question, our chief asset has been the list. Friends Hospital's mailings have been made to people who have some reason to contribute. These people include the Hospital's Corporation members, relatives of ex-patients, relatives of some current patients and members of the Religious Society of Friends. One list of prominent and generous Philadelphians was given a trial and, though the results put the effort on the profit side, the list was dropped after a couple of uses because it just didn't seem right to approach people who had little or no reason to give. Mailings were also made to people in the Hospital's community. These were also stopped because we realized that Friends Hospital, not being a general hospital managed by members of the local community, can not be considered to be a community hospital, nor solicit support on that basis. Currently, the number of recipients who receive Friends Hospital's appeals are about 11,000. This year close to 10% of this number will respond, and by now a good 20% have responded in one year or another.

#### We Didn't Beg

In my judgment, the second reason why Friends Hospital has done well by mail is that not all of the mailings have begged. One or more have contained invitations and/or information. The Hospital has magnificent azalea gardens and in the spring invitations to the Garden Days are sent the entire list. The Hospital's Annual Report is sent to about 2,000 people. This year a new Information Booklet was mailed to the full 11,000 (although this mailing did contain an appeal letter and reply envelope). Receipts for contributions, no matter what their size, are also mailed. The amount given is typed. Each is personally signed by the Superintendent who, it is important to point out, writes a "Thanks!" or "Bless you!" on receipts going to people he knows.

(Continued on Page 46)

## THE POST OFFICE DILEMMA WHAT TO DO ABOUT IT



By Floyd Clymer

A NEW, EXCITING, CONTROVERSIAL, EDUCATIONAL AND FACTUAL BOOK

JUST OUT! - \$5.00

This new, large (8½ x 11) book contains over 300 articles, charts, drawings, covering the U.S. postal system, how it operates, and every one of its 220 pages are packed with data.

#### DO YOU KNOW THAT

For 80 years certain weekly newspapers have had free postage rights?
... Millions of special delivery letters are delivered in the regular mail?
... For sixty years every Postmaster General excepting one has been a political appointee? (It's time to appoint a career man with Post Office

bo You Know That—Post Office employees perform dozens of services for which the Post Office Department receives no remuneration, such as registering aliens, selling duck hunting and documentary stamps, collecting customs fees, in some instances taking wildlife census? . . . You can send certain mail 13,000 miles for 4¢ and it costs 3¢ to mail it to your next door neighbor? . . . Read about the Pitney-Bowes postal meter sales monopoly, where postage meters can not be sold but must be leased. (Meters can be bought in other countries.)

DO YOU KNOW THAT—Post Office Departments in practically every foreign country make handsome profits; whereas, the U. S. Post Office Department loses about \$500 million a year? Why?

DO YOU KNOW THAT—Senators and Representatives on the Postal Committee never had any postal experience before their appointment? . . . That tremendous sums are wasted because drivers of Post Office vehicles leave the engine running while picking up and delivering mail? . . . That in 1957 residential deliveries were cut from two to one a day and this service has never been restored? Why?

Read this informative and constructive book about the many different ways that the Post Office Department could earn additional revenue without increasing postal rates. Here is indeed the most controversial and dynamic book ever published on the Post Office dilemma—or, is it a "MESS", as the Chairman of the Postal Committee in the Senate, Olin Johnson, said in his Readers' Digest article some months ago.

Every businessman or any one interested in learning more about the Post

Every businessman or any one interested in learning more about the Post Office operation and how they can be improved and the deficit reduced should read this book.

Postpaid \$5.00.

#### EVERY MAILER AND ADVERTISING MAN NEEDS THIS BOOK!

Full of details and information few people know about — Compiled by Floyd Clymer, a large user of the mails to distribute his large number of automotive books to every country in the world. He advocates a career Post Office man for Postmoster General, not a politician! Either cut out all the FREE services the P. O. renders or charge for them. Read obout BIG PROFITS of the Post Offices in foreign countries — WHY should we lose \$500 million a year? THE BEST \$5.00 YOU'LL EVER SPEND IF YOU ARE IN THE GRAPHIC ARTS FIELD. MONEY BACK IF NOT SATISFIED.

POSTPAID \$5.00

DISCOUNTS FOR QUANTITIES

#### WRITE FOR FREE CATALOG - 200 AUTO BOOKS

FLOYD CLYMER Dept. R-E, 1268 S. Alvarado St. - Los Angeles 6, California World's Largest Publisher of Books Relating to Automobiles, Motorcycles, Motor Racing and Americana



THE Garden States letter can teach us a number of things. When a letter is not to carry a fill-in name and address, the use of a salutation such as Gentlemen, or Dear Sir, or Dear Friend is a gross waste of valuable space in the letter.

This is where your reader looks first to find his own name which he considers the most important words in the world. If you are not going to use his name give him something else almost as interesting and provocative. This need not necessarily be a benefit but it must say something interesting to the reader.

The Garden States letter opens with two platitudes. Consider the effort that must have gone into the discovery stated in the first sentence. The second sentence is another ho-hum statement that can't possibly awaken the reader's mind.

Now consider the second paragraph. Here the writer should be shouting about the advertising value of the Rain Bonnet. All the talk about product materials and quality he uses here could just as well be on the order form - the reader wants to know first, "What is it going to do for me?" After he is satisfied that he needs the product he will inquire into its quality. That's what a circular is for in direct mail - to fill the reader in on details after he is already half sold. The same comment applies to the information about color and advertising copy as well as the price listing later in the letter. This is information the reader needs when he is ready to order. We should not waste valuable sales space in the letter for technical information.

The letter is not "you" oriented. Too much talk about what we offer and what we are doing — not enough picturing for the reader what the product will do for him.

Since the letter will be read mostly by men the headline in the rewrite is designed to startle a man. A gentleman does not look inside a woman's purse and for just that reason the thought of doing so is interesting. It

Manufactures and Distributors of Asvertising Specialities 210 Fifth Avonue, New York 10, New York We have found that all business concerns recognize the sportance of advertising. The problem of each, however, the most complete and effective dollar coverage which will afford the most complete and effective dollar coverage. them the most complete and effective dollar coverage

We offer the solution to this problem with our \$600 "Main

Bonner," which is approximately four hundred square inches of
crack on Peel. It folds to the problem with our \$600 "Main

which co Peel. It folds polysthylene, Suardeque inches of
which co Peel. It folds to the problem with the complete of the problem o The success of this item was assured because of its practicability, low cost and quality of manufacture. It useful, and a create Good Will because it has pleased its feelpient BEFORE sage we are enclosing with our compliments a sample you will agree that your evamination we feel ce. Order to-day at these Low-Low prices 5000 - @ - 066 Each 2500 - @ - 06-1/26 Each 1000 - @ - 076 Each Terms Net, F O. B. New York City Factory Please Print your advertising copy clearly of the shall do the rest Have You Ever Looked Inside a Woman's Purse? would find an odd assortment of useful items. You would find an odd assortment of useful ited woman ever carries things that are not useful. In one out of three you would see a Rain bonnet in a chances reat vinyl case similar to the enclosed sample. Chances neet vinyl case similar to the enclosed sample was time are it would be three or four years old, used every time it rains, with the advertising it carries making a new it rains, with the advertising it carries making a lapression every time. That's the kind of constant reminder advertising you need for your business. No Rain Bonnet is ever thrown away. It has a use value way beyond its small cost and every the second state of the second state o It is low cost. 5,000 Rain Bonnets with vinyl case and your advertising imprinted cost just 6 cents each. Even in lots as small as 100 the cost is only 10 cents each. It is not a second to the cost is only 10 cents each. It is not second to the cost is only 10 cents each in lots as small as 100 the cost is only years and you'll weather that over an average advertising you can buy measure there is no lower priced advertising you agree there is no lower priced advertising you with half the good will value of Rain Bonnets. woman knows it. If you want to prove the power of your advertising in a when the your a few hundred today. When they woman's purse order a few hundred today. If find women arrivs and you begin handing them out you'll find women arrivs and you begin them to carrying your advertising. Clamoring for the privilege of carrying your advertising. Clamoring for the privilege of carrying your advertising the clamoring for the privilege of carrying your advertising the clamoring for the privilege of carrying your advertising to common the privilege of t He sure to specify the advertising copy you want when you will out the enclosed order form. Immediate snipment.

has a fascination akin to that of the village haunted house for a small boy. Then too, we are all familiar with the gags about what women carry in their purses — and the first paragraph carries this image a little further.

This opening ties in naturally to the advertising value of a Rain Bonnet. Notice the rewrite speaks little about material used, color or quality of manufacture. In this case the buyer is not primarily interested in a quality story. Low cost is a factor, of course, and must be stressed. But details of price can go on the order card where they are needed.

The second closing paragraph refers to a woman's purse again to hold the reader to the interesting opening angle — and the last sentence of this paragraph implies that customers like it and repeat regularly. The last paragraph assumes the reader is already sold. If he is not at this point a shouting Buy Now statement will not get the order.

I can hear someone asking, "What do you know about a woman's purse?" That's easy. I looked in my wife's purse. Amazing!

## AN INTERESTING SUGGESTION

Saw this in a recent edition of Brei/s By Bringe, a monthly newsletter published by your Reporter columnist. It's certainly an interesting suggestion, in light of the recent postal increase.

"Now that bulk third class mail is  $2^{1}_{2}$  cents (as if you didn't know) the 3 cent stamp is coming back to a useful life. When the difference between bulk and single rate third class mail was 50% there was not much point in using the higher rate just to eliminate sorting and bundling costs.

"But it's a little different now. Using a 3 cent gummed stamp adds \$5 per M to your costs, plus affixing costs, and eliminates sorting and bundling, usually around \$2.50. Still no bargain, you say. But consider this. The 3 cent stamp passes with many people for a 4 cent stamp because of color, and it goes through the cancelling machines which adds to the effect. It gets faster handling than bulk third class.

"Recent tests show an improved response over bulk third class probably due to more attention from the reader. Worth testing."



get your message OUT. Tension's Display Window Envelope beckons your prospect inside into your sales story. Frame a "teaser" portion of the enclosure with a die-cut display window. Utilize color from the sales material (appearing through the display window) to create interest, bring action and increase returns. Tension's manufacturing skill assures "perimeter sealing" of the window patch for smooth, snag-free inserting. Display windows can be die cut in almost any shape — in any position.

FREE SAMPLES! Get the whole wonderful story of Tension Display
Window Envelopes, including typical samples. Write now to:

#### TENSION ENVELOPE CORPORATION

Campbell at 19th St.

Kansas City 8, Missouri

Kansas City • Ft Worth
Des Moines • Minneapolis
St. Louis • Memphis
So. Hackensack

# CLIP BOOK of LINE ART YOURS FOR 30-DAY FREE EXAMINATION

Try it in your own office for 30 days! Puts professional flavor into low-budget paste ups... saves time and money. Used by ad agencies, art studios, printers and industry. Dozens of top quality line drawings every month. Ready to use—just clip and paste! Just jot a memo on your company letterhead: "Send me the current "Clip Book of Line Art" on 30-day approval." No obligation!

HARRY VOLK JR. ART STUDIO PLEASANTVILLE 3. NEW JERSEY



### \$77 IN ORDERS FOR EVERY DOLLAR SPENT

The first user of the motto direct mail campaign had no salesmen, rang no doorbells himself, used no ofher advertising. At the end of the first year he had \$77 in sales for every dollar spent. Over the past dozen years licensees of this trade marked, copyrighted campaign have had equally impressive returns. Test it yourself for six months. If you aren't satisfied we'll refund your money; not cheerfully perhaps, but promptly. A letter from you will bring information.

LET'S HAVE
BETTER MOTTOES ASSOCIATION 2127 East Ninth St.
Cleveland 15, Ohio



#### TESTIMONIAL

"Your monthly newsletter is the best piece that comes in here, bar none. It covers more ground than all the others; it never writes down to me; and it will help any reader."

Those kind words come from a reader of Briefs From Bringe, the direct mail newsletter you should be reading. Full of trade talk and how-others-do-it. Write today for a free copy.

> Paul J. Bringe, Inc. 227 E. Michigan St. Milwaukee 2, Wis.



## "Reed-able Copy"

## A Monthly Clinic Conducted by Orville Reed

T ET'S do better in '61.

Let's cut out the improbable nonsense that clutters up so much direct mail copy. Let's aomit once and tor all that what we've got to offer doesn't have to be the somethingest in order to intrigue a buyer. It doesn't have to be the biggest, the smallest, the smartest, the nearest, the cheapest, or the grandest to serve a purpose and attract buyers.

What do you say we forget hard sell and soft sell and go back to oldfashioned, believable, sensible sell. Let's quit promising more than the product or service can deliver.

Let's substitute straightforwardness for polite deception.

Let's sell our products on their benefits and merits, and do away with delayed-moment-of-truth copy, pickedout-of-the-air percentages, and out-ofcontext testimonials.

The DELAYED-MOMENT-OF-TRUTH mailing is the one that starts out "I want to send you with my compliments..." Not until the eight paragraph or the second page of such letters is the prospect told it will cost him \$XX, and your offer is really that you'll send the product for 10 day FREE examination.

The PICKED-OUT-OF-THE-AIR percentage copy claims "Saves you 20%", or "Cuts 50% off your production costs," when the copy offers no actual figures to support such claims.

The OUT-OF-CONTEXT-TESTIMONIAL says, "Your gadget looks great." But what the original testimonial actually said was "Your gadget looks great but it broke down the first time we used it."

Let's use what Leo Burnett calls "quiet exuberance" in our copy in-

stead of unprovable superlatives, exaggeration, and obvious puffery.

#### Let's sell instead of shout.

You read more and more about creativity in advertising copy, but what you read usually has to do with cuteness, the bizarre, the pun, the off-heat

Copywriter On the Spot

Take a quick glance through the annual DMAA award winners. You'll find at least 75% of them were chosen because of their cuteness or gadgetry, off-beat approach, or trick format.

There's an obvious reason for this. The writer of direct mail copy is on a hot spot. Pressures from a client often make it necessary for him to come up with something clever, when his better judgment tells him that a straightforward sales appeal would do a better job.

A copywriter may prefer to understate rather than overstate, and to present his benefits in believable language. But those of us in the business know some clients simply will not stand still for straightforward selling copy. Unless a mailing is gimmicked up they don't think they are getting their money's worth.

When a piece of copy is so natural sounding that the client may have written it himself—whenever it fails to include something clever or unusual—a client begins to doubt the creativity of the writer.

Yet we all know that the most effective direct mail is the simple, plain, logical persuasion, clearly put, and free of hyperbole and gadgets.

#### What's the Matter with Letters?

While we're on the subject of award winners, another thing deserves mention. Unless my hurried look missed something there was not a single winner using letters alone in his campaign. In most cases the letter was merely a piece to direct the reader to an accompanying folder, booklet or other printed piece. Many of the campaigns seemed to begin with the layout man, artist and printer, and the letter came as an afterthought.

In most cases the letters used did little to motivate the prospect—to make him want the benefit of the product or service, Few of them dealt directly with answering the question "What will I get out of this offer?"

Most of them were content simply to get readers to read the enclosure and the letter-inspired urge to buy was attempted by some cliche such as "Send your order today", "Act now!" or "Limited supply, so better hurry."

How about the personalized letter? It is fading from direct mail? It is being replaced by letters with a news heading? Is direct mail no longer used to keep a friendly "personal" contact with prospects and customers? Is business too high pressure and time too valuable for the business man to read those delightful letters Jack Carr used to send them? Or is the art of writing such letters passing?

Isn't it important any more to do the kind of direct mail that makes a prospect like the buyer as well as the buyer's product? Aren't human beings as human as they used to be? Doesn't a buyer any longer respond to the sensible sell idea, and appreciate and get a glow from a simple friendly letter from a supplier?

Has business got so hard-boiled that people no longer buy from people? Has the human element given away to product specifications, price quotation, and big claims that no salesman in his right mind would mouth in the presence of a buyer?

#### Indirect Mail

In no other type of advertising is there a chance to make a personal appeal to the buyer that the direct mail letter offers. Yet, too many such letters fail to make the most use of the me-to-you approach.

I've been collecting in a folder the letters that have come to my desk for

the past few weeks.

Let's take a look at them. Here are some of the lead sentences and suggestions on how these generalized, mass appeal openers could be rewritten to make the letter more personal, to create empathy with the

We are pleased to announce the appointment of John Brown as our representative

in your territory

Instead of talking about how tickled you are to have a new representative, why not put the "direct" into such a direct mail letter by saying:

John Brown will be in to meet you per-

sonally in a few days.

Go on from there to suggest how your new representative might be of help to the buyer.

Another one:

This year we celebrate our 25th anni-

Who cares? How much better to begin on a note that does interest the reader, such as:

Many buyers, like you, have been mighty good to us during the past twenty-five years. Now, to celebrate our 25th year in business we want to return the favor, in a practical and money-saving way. (Offer special discount or some other benefit to celebrate

the event.)

Another one: A letter headed "TO OUR CUSTOMERS." A lead like that doesn't talk to any one person. It talks to a mass of people. Unless you have too many customers to make it economically sound to do it, address him by name. Personalize the letters. If your customer list is too large for this, start your letter this way:

As a good customer we want you to be among the first to know about . . . (The tell him what you want him to know.)

We didn't think at this late date it would be necessary to suggest to a user of direct mail that his letters should talk to one man and not to a list of people, But the many examples of indirect mail-mass appeal letters that cross our desk every month show that it's time to bring the matter up once more. .

#### WHY LATIN IS DEAD

Wow! She's a perfect XXXVIII, XXII. XXXVIII!

#### in this magazine Let us help you earn extra income from the rental of your customer and prospect names to companies not competitive to your line of business. You can earn \$15 - \$20 per thous-and-names-rented. This could be your answer to rising costs, to help defray the cost of building and maintaining Many, many readers of this magazine are in the market for new sources of names every week of the year. Your names may be just what they are looking for to sell magazine subscriptions, quality products to consumers and business executives, quality business services of every description. Make these pages a prime source of contact.

UR MAILING LISTS

advertise

HOW TO GET AN INQUIRY—The headline of your ad should state specifically the kind of people on your list and/or what they have bought or inquire about. For example: Buyers of Expensive Gifts; Subscribers to ABC Engineering Gazette; Inquiring Prospects for "X" Business Service. You should state the number of names you have Service. You should state the number of names you have on each kind of list you are offering, rental price, how names were acquired, when acquired (age), whether your list is on plates, stencils, labels or must be addressed from cards, and give some idea of what your customers buy from you, (unit of sale) or what your inquirers inquired

YOU WOULD DO WELL TO WORK THROUGH A BROKER- The details of rental (order handling, followup, payment, security) will be easy if you work through a qualified list broker (see our Direct Mail Directory in back of this issue under Mailing List Brokers). They can advise of this issue under Mailing List Brokers. They can advise you in so many areas of pricing, amount of use your list can stand, who should be able to use it, how to handle your list. They will secure samples of proposed mailing piece to be addressed to your names so that you can approve or disapprove the order. You are always in control of who uses your list. Yes... brokers can be invaluable... can bring rental business to your door, regardless of any advertising you do here. But advertising does bring your list to their attention in the first place, reminds them that it's on the market and at the same time, informs rentors (many of whom the brokers are in close touch with) that you have a list on the market that they should test. Matter of fact, will be glad to send you tearsheets showing a wide variety of typical list ads that have run in our magazine that you can use as a guide. in our magazine that you can use as a guide.

#### **ADVERTISING RATES:**

Space	1 Time	6 Times	12 Times	
Full Page	\$425	\$400	\$375	
Two Thirds Page	320	300	280	
One Half Pg. (island)	260	250	240	
One Half Page	245	235	220	
One Third Page	175	165	150	
One Sixth Page	90	85	80	
One Inch	22	20	18	
Inside Cover	450	425	400	
Back Cover	475	450	425	
2 Page Spread	800	750	700	

-		Direct t, Garde					
( )		us tearshe immediate					
Hame	****	 ******	 	******	******	 	
Compo	ony	 * * * * * * - * :	 			 	
Addre	55	 	 			 	

#### **Buckley Appoints Committee Heads** for New Season

PHILADELPHIA—The following list of committee chairmen and members has been made public by Earle A. Buckley, newly elected Chairman of the Board of DMAA.

Further appointments will be announced in the January DMAA news

In each case, the name of the committee chairman appears in italic type, followed by the names of those who, to date, have accepted committee membership appointments:

EXECUTIVE—Earle A. Buckley, The Buckley Organization, Philadelphia: Arthur Dembner, Newsweek, N. Y. C.; Robert A. Enlow, American Medical Association, Chicago: Bernard Fixler, Creative Mailing Service. Freeport, L. I.

FINANCE - Bernard Fixler, G. B. McCollum, The Reuben H. Donnelley Corp., Chicago; C. R. Schaible, Mead

Papers, Dayton.

NOMINATING-S. Arthur Dembner. POSTAL AFFAIRS - T. V. Bihler, Journal of Commerce, N. Y. C.; S. Arthur Dembner: Arthur Dietrich, Minneapolis-Honeywell, Philadel-

POSTAL VOLUME-Henry Hoke, Jr., Reporter of Direct Mail, Garden City, L. I.; H. Huntley Geddes, R. L. Polk & Co., Detroit; William A.

Doppler, Madison, N. J.

MEMBERSHIP PROMOTION—Gifford Booth, Jr., McCormick-Armstrong, Wichita: Orville E. Reed, Howell. Mich.; Kenneth H. MacQueen, Mac-Manus John & Adams, Inc., Bloomfield Hills, Mich.; James J. Maloney, Aluminum Co. of America, Pitts-burgh; Ferd Nauheim, Kalb, Voorhis & Co., Washington, D. C.: Lucian W. Burnett, Curtis Circulation Co., Philadelphia.

PUBLIC RELATIONS—George Head, National Cash Register Co., Dayton; Richard Hodgson, American Marketing Services, Boston.

(Continued on Page 35)

#### **Hemmings Heads** Coast Conference

Los Angeles - Bob Hemmings, of Smith & Hemmings, this city, has agreed to serve as Chairman of the Steering Committee for the West Coast Conference of DMAA.

Sessions will be held at the Statler-Hilton Hotel here May 8 and 9, 1961.

Edited by the staff of DMAA

**Direct Mail Advertising Association** 3 East 57th St., New York 22, N. Y. MUrray Hill 8-7388

NEWS

Earle A. Buckley Chairman of the Board Robert F. DeLay President

#### Association Moves Headquarters Office To New, Convenient Location This Month

NEW YORK-After occupying its current office for more than five years, the Direct Mail Advertising Association is moving its national headquarters.

The new space, to be occupied later this month, is located at 230 will be MUrray Hill 9-4977. Park Avenue, postal zone 17. The organization's new telephone number

(Continued on Page 35)



AVENUE STRADDLER — The New York Central Building, 230 Park Avenue, at 46th Street, will be the new home of DMAA, effective later this month. A famous New York landmark, the structure lies directly north of Grand Central Terminal and offers a commanding view of world renowned Park Avenue.

#### Pittsburgh Chosen As New Locale for Workshop in April

NEW YORK - One major change has been announced in the DMAA 1960-61 workshop schedule previously revealed here.

The session scheduled for April 18, on the subject of Sales Promotion, has been shifted from this city to Pittsburgh, where it will convene at the Statler-Hilton Hotel.

The outstanding success scored by a workshop meeting in Pittsburgh last season is advanced as the reason behind this move.

At the same time, it was announced that Ron Hess, of Ketchum, Mac-Leod and Grove, has agreed to serve as chairman for the April session.

Other appointments of chairmen for some of the forthcoming sessions include:

Production workshop in New York in January - Paul Sampson, Sampson-Hill, Detroit, and Francis A. Andrews, American Mail Advertising, Boston, co-chairman. Mr. Sampson is the new elected president of MASA.

Industrial workshop in Chicago in March - Robert Enlow, American Medical Association, Chicago, and Bill Charlesworth, Deere & Co., Moline, co-chairmen.

#### **Association Moves** Its Headquarters

(Continued from Page 34)

Several important advantages are expected to accrue to DMAA members as a result of this shift. While total area to be occupied is roughly the same as that of the present 57th St. quarters, the physical arrangements available in the new office promise increased efficiency. In particular, it is planned that facilities for studying and examining DMAA library material will be greatly enhanced and will allow for much greater research and consultation operations than at present.

In addition, the physical location of the new offices-virtually adjacent to Grand Central Terminal and to the Commodore Hotel-will provide greater convenience for DMAA members visiting the New York area.

The modern skyscraper office structure also provides more rapid and frequent elevator service than has been experienced at the old address.

While DMAA officially takes over its new space as of Jan. 1, 1961, the actual move is expected to be completed some days before that time.

#### Calendar of Events

- JANUARY
  31 New York, N.Y.—Production Workshop, Plaza Hotel. FEBRUARY
- 14 New York, N. Y.—Ninth Annual Circulation Workshop, Plaza Hotel. MARCH
- Chicago, Ill. Fourth Annual Industrial Workshop.

  APRIL
- Pittsburgh, Pa. Sales Promotion Workshop.
- 8-9 Los Angeles, Calif. West Coast
- Spring Meeting, Statler Hotel.

  AUGUST

  New York, N. Y.—Closing date for '61 Award Winners entries. OCTOBER
- 10-13 New York, N. Y .-- 44th Annual Convention, Statler-Hilton Hotel.

#### **New Committee Heads Appointed**

(Continued from Page 34)

DIRECT MAIL CLUBS - Mrs. Betty Roskam, Roskam Mailing Lists, Kansas City, Mo.; Otto F. Meyer, Wall Street Journal, N. Y. C.

MASA LIAISON—Bernard Fixler.

EDUCATION-Fred Messner, G. M. Basford & Co., N. Y. C.; Paul R. Butterworth, Dickie-Raymond, Inc., Boston: Claude Bolser, CCNY.

1961 Convention Steering Com-MITTEE-Angelo Venezian, McGraw-Hill Publ. Co., N. Y. C.

1961 AWARDS CONTEST-Ferd Neu-Heim; Ferd Ziegler, McCann-Erickson, Inc., N. Y. C.; Shepard Kurnit, KGA, Inc., N. Y. C.

RESEARCH-H. Huntley Geddes.

1962 SOUTHWEST REGIONAL MEET-ING-Robert M. de Sombre, Gulf. Publ. Co., Houston.

#### **Dues Structure Undergoes Changes**

DMAA MEMBERSHIP DUES-At the annual meeting on October 12 in Bal Harbour, Florida, the membership approved a change in the dues structure to become effective January 1, 1961. This is the first change in regular dues since 1953. The changes, as recommended by the Board of Governors and approved by the membership, are as follows:

MEMBERSHIP	From		To
DMAA	\$48	annually	\$60
Regular	\$30	semi-annually	\$35
Associate	824	annually	\$30
Educational	\$24	annually	\$20
Overseas	\$60	annually	\$72

#### Association's Rate Increase Policy Explained

NEW YORK-A meeting last month of the Hundred Million Club provided Earle A. Buckley, DMAA chairman, with a forum for presentation of an authentic and authoritative version of DMAA's approach to postal rate increase problems.

Noting that some business publication articles had tended to miinterpret the association's official position on the question, Mr. Buckley

"The DMAA position will, of course, be the same as it has consistently been-namely that any increase in rates should be based on ascertain costs as modified by law to reflect proper adjustment for standard rate-making factors, and the setting aside of total loss on all public services as prescribed in the Public Law enacted by Congress."

# DMAA WORKSHOPS

are organized and carried on as a membership service

. . . to help you

Attend the workshops

IN YOUR CITY IN YOUR AREA OF INTEREST

See Calendar of Events for Detailed Schedule

# COMPANY EDITOR

A Column on House Publications

#### by James McAdam

(An interview with H. J. (Hig) Higdon, Editor of the *Phoenix Flame*, house publication of the *Phoenix* Metal Cap Co., Inc. of Chicago.)

Jim: "Hig., your *Phoenix Flame* has received 136 awards for excellence. Furthermore, it gets a phenomenal response from readers. Obviously, there must be something different about it. What is this difference?"

Hig: "The difference is a matter of editorial policy. Our house publication never works hard at selling."

Jim: "Are you saying that selling is not the purpose of *Phoenix Flame?*"

Hig: "No. We consider the *Phoenix Flame* an excellent salesman. And it was created for this purpose. The difference is this: Our publication doesn't sell by emphasis on selling. It sells by emphasis on entertaining."

Jim: "Hig, there are a lot of people who wouldn't give you a plugged nickel for that advertising philosophy."

Hig: "Don't I know it. But if those who disagree will stop and think for a moment, they'll realize that this is not an uncommon advertising theory. Consider radio and TV advertising. These mediums primarily provide entertainment, virtually all of it totally unrelated to the products or services advertised. Despite the fact that some commercials are boring and too long, nevertheless, they do represent a small portion of each program. In contrast to this, all too many house publications are nothing but a crudely veiled boast about a product or service from beginning to end. We believe that if the house publication provides something interesting, exciting, entertaining, or amusing and only incidentally mentions its wares, it will be better received. House publications could profit from the example of radio and



TV. In fact, all advertising might do well to forget, occasionally, that it is advertising."

Jim: "Hig, what do you consider the most important single element in creating a good house publication?" Hig: "Copy. Not drawings or photographs. Not design. But words and sentences and paragraphs...copy!" Jim: "Why is this so?"

Hig: "Beautiful illustrations may attract attention. Skillful layouts may present copy in legible manner and logical sequence. But only copy can reason with the reader. Only copy can break down his indifference. Only copy can persuade him to give complete cooperation or make him dash out to buy a certain product or service."

Jim: "If copy is so important, it must be written as effectively as possible. But what is effective copy? How do you know when you have created effective copy?"

Hig: "Frankly, no one knows what effective copy is. Nor can anyone prove he knows before the copy has been used. What works today may work tomorrow . . . but in reverse. Copy is the most speculative factor in the editing of a house publication."

Jim: "Do you mean to say that there is absolutely nothing that can be done beforehand to make sure that the copy will be effective?"

Hig: "Effective copy is so important and so difficult to create that it simply cannot be treated as a casual, off-hour job for an office boy or junior clerk. The only possible way to have some assurance that effective copy will be produced is to give the job to an experienced writer. Even an experienced writer will have his difficulties."

Jim: "This, of course, is advice for those selecting a writer. But there are many people who have been arbitrarily assigned to writing house publications, people that have had little or no training for the job. Is there any advice you can offer so they can become better writers?"

Hig: "Frankly, I'm not sure. Writing cannot be taught like accounting, chemistry or law. It is a creative art like music, sculpture, or invention. You do not study to become a sculptor or inventor. Either you are one or you're not one. You study to become a better sculptor or inventor. Nevertheless, here are two suggestions that helped me improve my writing. They may help others: First, read all the great literature you can lay your hands on-great novels, plays, poems, speeches. The object of all great literature is to stir the emotions. That should be the object of house publication copy, too. Next, study people. Try to find out their likes and dislikes. What makes them buy a certain brand of cereal or type of shaving cream? Go with them to the movies. What makes them laugh or cry? Listen to them talk. Do this for several years and you should have a pretty good idea of what you'll have to write to interest and influence them. These suggestions may not make you a writer of great literature. But they should help you become an improved writer. In fact, if you carry out these suggestions, you may find yourself becoming very interested in the subject of writing. And you may find yourself beginning to get fun out of it. There is one other specific piece of advice I'd like to offer: Don't ever think of your audience as a group of 13-year-olds or peasants. Never write down to people. Write up to them. They'll repay you by making extra effort to understand you. And they may need to make that extra effort to understand you."

Jim: "Hig, it's obvious you consider copy as the most important single element in a house publication. Yet *Phoenix Flame* is renowned as much for its illustration as its copy. Do I note a little inconsistency in your (Continued Next Page)

arguments?"

Hig: "Illustrations shorten the process of understanding. They bring out the significant points of an editorial, an article or an advertisement at a glance. Copy is the basic and most important element of a house publication. But illustration is also an element, an element that should not be overlooked. Illustrations can help readers grasp understanding of your copy quickly. While everybody can't read quickly or with the same degree of understanding, all have little difficulty reading and understanding pictures and charts. Don't forget, primitive man used pictures to express his thoughts. And it was from his picture-writing that the symbols for sounds, the alphabet, were developed. The popularity of silent movies, picture magazines and tabloid newspapers prove that we haven't changed much in all these years."

Jim: "Speaking of illustration, Hig, what is good house publication art?

Hig: "There is quite an argument going on about this. Some people feel that house publication art is commercial art and, therefore, something apart from fine art. In fact, these people feel the two arts have nothing in common. The other group is just as strong in its belief that commercial art should be good enough to grace the walls of an art museum. I feel that there should be less separation or no separation between fine art and advertising art. What is admired in the gallery would likely be an object of admiration on the pages of a house publication. House publication illustration may not justify the use of fine art any more than house publication copy justifies the use of great literature. But who can say positively?"

Jim: "How important do you consider after layout and makeup?

Hig: "Good copy, no matter how presented, will be read by some people and acted upon by some people. Therefore, how something is said is just as important as what is said. By how something is said,' I mean layout and makeup. Or shall we call these two things design?"

Jim: "You call them what you want."

Hig: "All right. The purpose of typographic design is merely to make plain. Think of that for a moment. Don't try to complicate it. Forget the jargon of the advertising trades. Design is to make plain . . . that and nothing more. A layout may be art-

istic, literary, scientific, humorous, mechanical, accidental, modernistic, traditional, symbolic. It may be daintily feminine or brutally masculine. It may stand out or be selfeffacing. But it must never lose sight of its fundamental purpose . . . to make plain.'

Jim: "Now, Hig, let me ask . . ."

Hig: "Excuse me, Jim, since we've talked about copy, illustration and design as separate elements in the house publication, let me say something about them as a unit. Be sure your copy presents your ideas concisely and completely. Next, have your copy set in a style and size of type that is easy to read . . not necessarily to be admired. Then, have your illustrations-drawings, photographs-made so they clarify the text . . . not necessarily to attract attention. Finally, assemble the whole in the most legible manner and logical sequence. Forget most of the things you've heard about design. Follow the simple rules I've just mentioned, and you'll have design . . . good design.

Jim: "We've discussed a number of things, Hig. But as a parting shot, what would you like readers to remember most?"

Hig: "Simply this: A house publication is different from a folder, circular, broadside or catalogue. It should give the reader something apart from a cold, hard, business message. It should be unselfish. When it arrived on the reader's desk each month, it should say: Well, old friend, here I am again. Give me about thirty minutes of your time, and I'll try to repay you with something entertaining or helpful. It won't be too much about your business, because it would be folly for me to think I know as much about your business as you do. But it will be about new and strange things. It will be about life itself. And, if you think that the ideals I express are my company's ideals . . . then, maybe, we can get together sometime."

Jim: "And you really think this soft approach will do the trick?'

Hig: "It has worked for us. Our publication leaves ordertaking to the salesmen-where it belongs. Phoenix Flame follows the theory that when a manufacturer has the goodwill of his customers and prospects, sales will follow as a matter of course. And, if they won't follow under such conditions, they won't follow under any conditions." .

We represent hundreds of the finest mail order and compiled lists available. Send us your mailing piece (or phone SPring 7-7460,) and we will recommend the best lists for YOUR needs FREE OF CHARGE.

WILLA ADDERN INC. 215 PARK AVE. SOUTH . N. Y. 3, N. Y.

ned miniature reproductions from your ral photos or negatives. 13 sizes Can be 100 upwards with List.
THE GROGAN PHOTO CO

Dept. D. M. 3



#### SALES LETTERS, la femme!

If your market is women (and whose isn't) it's more persuasive to have a lady write them. Soft sell, hard sell, middle-of-the-road sell. Repro & Mailing Service, too LUISE STORZ/and Staff 22 West Madison Street Chicago 2, Illinois

#### If you MAIL to EUROPE.

Consider the economy of having your printing and mailing done on the Continent. Newsweek, Reader's Digest and the New York Times have discovered the edvantage.

Write for information—no obligation.

DeMutator N. V. Willemsparkweg 112 Amsterdam. Holland



#### 23,000 HIGH SCHOOLS -

Names and addresses on addressograph plates. Available for addressing your direct-mail promotions. For complete details, write, wire or phone. . . .

SPECIAL CORRESPONDENTS, INC. 230 East Ohio Street Chicago 11, Illinois DElaware 7-1065

#### "TIRED BLOOD"?

Let Bott give your advertising a FRESH approach, rejuvenating that stale theme and worn-out copy.

"That Jellow Bott" a Leo P. Bott, Jr., 64 E. Jackson, Chicago

### Looking For ART SERVICES!

Refer to the Direct Mail Directory under Advertising Art on page

## PROBLEM FOR POST OFFICE

Here is an interesting letter from Porte Publishing Co., 952 E. 21st South, Salt Lake City 6, Utah.

Dear Henry:

When you return from the vacation in your column "Frontporch Scuttlebutt," talking or worrying about the postal rates . . . or Post Office shenanigans, you might be interested in the enclosed. An outstanding example of Post Office efficiency.

The enclosed seven (7) items were returned to this office today. You will notice they are all addressed to the same company and address. On the right end of each, I have noted the date each piece was mailed from this office. Mailings are made every month, but the Form 3547 is not printed on each month's mailing piece. If we had received the "Moved, left no address" after sending the August, 1959 mailing, we would have saved ourselves the expense of 15 mailings sent since that time, not to mention the 3¢ postage due on the six other pieces returned today.

Very truly yours, PORTE PUBLISHING CO.

(signed)

Elman Snow, Sales Manager

Reporter's Note: The seven envelopes returned to Mr. Snow on the same day were marked to indicate they had been mailed August, September, November of 1939 and January, February, March, October of 1960. This is a terrible case history. . . so we are dumping it onto Ed Riley's lap. With all the arguments going around about the elimination of Form 3547 . . the Post Office Department better start a crusade to teach postal clerks the importance of giving mail users prompt action on undeliverable mail. There is no seeming excuse for holding 1959 undeliverables until October 1960. Someone should find out what happened at the Camden, N. J. or the Sult Lake City Post Offices. If any other Reporter readers are having similar troubles, please send us the facts and we will discuss with Post Office officials.

#### HOW DO YOU FIND BUSINESS?

Answer: By going after it . . . which might be the solution for what is being bandied about as a "recession. Some one will get the money people with high wages will spend. There has never been a storm that hasn't blown itself out-and successful business men have weathered MANY a storm. Suggestions: INVEST in more modern, and labor-saving equipment to cut costs; produce new products or sell new lines, especially on lowerpriced items; develop new uses for your product; put on various promotions through your advertising and salesmen; resort to economies in printing, advertising and mailing (this is possible without reducing the effectiveness of your advertising!)

Reporter's Note: Above taken from Bott-Shots
... always good monthly newsletter from Leo P.
Bott, Jr., 64 E. Jackson Blvd., Chicago 4, III.

#### PAPER SCULPTURE ON DISPLAY

Unusual examples of paper sculpture will be on display at Mead Paper Company's Library of Ideas, 230 Park Avenue, New York 17, N. Y. during the month of December.

The exhibit "Design in Paper" will open December 12th and run until the end of the year. Among the designers whose work is included in the exhibit are Tadeusz Lipski, Erica Gorecka-Egan, Jerome Kuhl, Blake Hampton, Giusseppi Baggi, Burt Groedel and Marion Grainger.

Paper sculpture as it has been used in both, space advertising and direct mail will be displayed both in photographs and in the finished printed pieces. In many cases the original paper creation will be on display alongside the advertisement.

"Designs From Paper" also includes examples of Origami, paper folding, to show the diversity of forms obtainable from a single piece of paper.

Visitors are welcome at the library from 9 A.M. to 5:30 P.M. •

#### MAIL ORDER MUTUAL FUNDS

An investment company is launching itself into financial orbit through the mails. The newly created UBS Fund of Canada, Ltd. will advertise and sell shares using the mail order technique exclusively. At this time, it is not expected that shares in this fund will be available through brokers.

Double-page spreads in several

#### FOR DOUBTING THOMASES ONLY

Here's one for the books, and it's particularly aimed at the doubting Thomases among our readers who occasionally lose faith in the power of direct mail. It concerns a mediumsize heating & cooling company in Wichita, Kansas.

In the summer of 1959, Sappio Heating & Cooling Company, 1146 South Santa Fe in Wichita mailed out 3,000 cards to prospective customers in their area. The names were selected at random from the city telephone directory.

On the card was an offer of a free Fram heating filter to everyone who had their furnaces serviced by Sappio.

Out of the 3,000 cards, Sappio received a return of 1,021. The price of the servicing to the customer was \$6.00. The cost of the giveaway filter

was 68¢ to Sappio. Simple arithmetic will tell you that gross income on this promotion was \$5,421.72.

Cost of the 3,000 card mailing was \$186 for everything. Moreover, this direct mail campaign was unsupported by radio, newspaper or television. The only other advertising done by Sappio is in the yellow pages of the Wichita directory.

Sappio's success story did not end here, however. As a result of this campaign, they have also sold 21 replacement furnaces and completed 16 central air conditioning jobs. During the summer they received numerous calls for air conditioning service from these same people. (And this last benefit was without the aid of any sort of follow-up mailing.)

Any questions? •

Our yearly FALL FURNACE SPECIAL again

We will: Clean burners and pilot
Clean and oil blower and motor
Light and check operation of unit
Check and adjust all controls
Furnish one Fram Perma chem filter
(Extra filters on special only \$1.00 each)

All for \$6.00-all specials C.O.D.

Call: SAPPIO HEATING & COOLING COMPANY 1146 South Santa Fe FO 3-7571

Offer expires September 30, 1960

SERVICE IS OUR BUSINESS-

SELLING JANITROL OUR PLEASURE

leading newspapers inaugurated this unusual sales program. The complete prospectus of UBS Funds of Canada Ltd. was printed on the two pages of the advertisement which appeared in, or will appear in, the Wall Street Journal, The New York Times, The Chicago Tribune, and the Los Angeles Times, among others.

Each spread carries an order form which interested investors may use to purchase shares. Each order form enables the prospect to signify how many shares he wants, and how he

wants them registered.

At the same time, direct mail solicitation is being made by the Fund's exclusive underwriter UBS Distributing Corporation, 210 Newbury Street, Boston, Massachusetts. Preprints of the prospectus ads along with other information on the Fund are being mailed to a select list of potential investors. Three different packages mailed out first class in #10, 6" x 9", and 9" x 12" envelopes, are being used to invite invest-

#### MISSLES AND MISSIVES

If you think you have production problems-or limited space and facilities, consider the plight of the yeoman on the new Polaris submarines. Their job-to print an underwater newspaper for a captive crew on either the U.S.S. Patrick Henry or the U.S.S. George Washington. The papers are printed daily, and within a space of two weeks they'll turn out 20,000 copies.



Papers are printed on an A. B. Dick table-top press which occupies less than six square feet of space. Fighting regular deadlines, and trying to type copy in a heavy surface swell present problems to the yeoman, and often typing errors occur. However slips of the finger can easily be erased from the master, according to the head yeoman of the Patrick Henry, and no one is the wiser.

So next time you're of a mind to gripe about facilities, just think what things are like in a phone-booth

sized pressroom several fathoms below sea level..

#### 290 ATTEND **BUSINESS LETTERS** WORKSHOP

Two hundred and ninety business men and women attended the recent DMAA Business Letters Workshop at the Plaza Hotel in New York City. It was one of the largest turnouts of recent memory for an association workshop. The Terrace Room, where the meeting was held, was filled to capacity.

Those who attended were treated to an excellent program delivered by a host of well-prepared speakers. Art Burdge (Young & Rubicam, and former DMAA president) chaired the proceedings. Newly elected DMAA Chairman of the Board Earle Buckley delivered the keynote speech "How To Think About Business Letters.'

Mona Sheppard (Leahy & Co.) the only distaff speaker on the program, discussed "How To Write Business Letters." In writing letters, she told workshoppers, the most important thing is not necessarily your grammar or your vocabulary or that vague mystic quality called style. The four guideposts she recommended for writing businessletters were the four S's-Shortness, Simplicity, Strength, and Sincerity.

Miss Sheppard was followed to the rostrum by four gentlemen who discussed different types of letters.

Paul McCauley (American Airlines) discussed various kinds of good will letters. Ellsworth Howell (Grolier Society) discussed Building Sales Letters, Cal Estes (Conde Nast) talked about complaint letters, and Joseph Jentis (Montgomery Ward) commented on collection letters.

Luncheon speaker was Dr. Rudolf Flesch, author of several books on written and spoken communications including the controversial Why Johnny Can't Read. Mr. Flesch spoke without notes, and discussed the roles of genius and instinct in writing.

Frank Johnson (American Heritage) headed the afternoon session with a slide discussion of formatsgood and bad. His advice to those perplexed by the problem of which format or formats to use: Be yourself, make it good, and if you can't make it good, make it simple."

Following Mr. Johnson were Mack Weiss (New Era Letter Company) speaking on Personalized Flat Bed Letters: Horace Nahm (Hooven Letters) on automatically typewritten

## WANT MONEY TO BUR



#### ASTIC BIND

your catalogs, manuals, records, presentations, displays, sales kits



We'll save you money-just as we do in the production of your Direct Mail and Advertising Literature. We've been servicing leading advertisers and their agencies since 1920. May we send you a free catalog?

### DOOLITTLE & CO., INC.

. Fine Offset Printing · Dependable Direct Mail Service

• Plastic Mechanical Binding

40 Years of Continuous Service to Advertisers and Their Agencies

220 North Dearborn St. + Chicago 10, Illinois Phone Superior 7-1722

letters: John McD. Kane (Advertisers Mailing Service) on Multigraphing; Sam Wasserman (James Gray Inc.) on Triple Head Multigraphing; Charles Spennaus (The St. John Associates) on offset letters; Henry Rothman (Century Letter Company) on facsimile handwriting in pen and pencil; Joseph Rosenbaum (Graphic Letter Service) on mimeographing; and Ed Lustig (Circulation Associates) on direct mail offset. .

A politician who had changed his views rather radically was congratulated by a colleague. "I'm glad you've seen the light," he said. "I didn't see the light," came the terse reply. "I felt the heat!

Despite his father's great wealth, the late John D. Rockefeller Jr. received but a small weekly allowance when he was a boy and was forced to budget himself strictly. On one occasion, he was invited to a friend's birthday party. He asked his father for an advance with which to buy a gift. The elder John D. would not hear of it. You must live within your income," insisted. A few days later, Rockefeller Sr. asked: "What did you do about your friend's birthday gift?" "I took care of that," said John D. Jr. "I picked a fight with him the day before the party, and he took back his invitation.

-From Taylor Talks, house magazine of the Taylor Publishing Company, 6320 Denton Drive, Dallas, Texas.

#### LOOK MAGAZINE **FOSTERS COLOR** CIRCULARS

Look Magazine has gotten into the promotion of foods and grocery items for supermarkets. Through their new "Circular Power" promotion, they are enabling local grocers to promote sale items and staples, while at the same time merchandising products that have been advertised in their magazine.

Basically, it is a cooperative promotion. Look provides the grocer with 8 page full color circulars, which he in turn can mail to consumers in his local area. Layouts are sent to the grocer along with miniature reproductions of ads that have appeared in Look. The retailer selects the ads to be reproduced. While he is obliged to include some specific Look ads, there is ample white space for inclusion of the grocer's own particular items. Prices on latter goods (including perishables) may be phoned into the printer as late as 48 hours before press time. Circulars cost as high as 3¢ each in quantities of 5,000 to a little over 1¢ when 100,000 are ordered.

According to Richard Harmel, Look's manager of markets and merchandising, the entire program of circulars, merchandising kits, and spot radio copy costs less than the grocer would normally pay for the circulars alone. .

#### **GOOD PUBLIC** RELATIONS

Richard Manville sent us stat of a letter he recently received from John F. Apsey Jr., director of public relations, the Black & Decker Mfg. Co., Towson 4, Md. Dick thought it represented good public relations. We agreed and asked Mr. Apsey's permission to reproduce. It is so much better than some of those irritable missives asking to have name removed from a list. Think you'll all agree that the direct mail field needs more broadminded and helpful people similar to the public relations director of Black & Decker.

Here is the letter:

PLEASE!

- won't you do something-NOW!
- something that will save you MONEY,
- save me and my secretary TIME,
- and put you in touch with the RIGHT PEOPLE!

IT'S SIMPLE! Just take my name off of your mailing list, as represented by the

## STAMPS, ANYONE?

halimar RESTAURANT and LOUNGE

> Contains Your SHALIMAR "TRADING STAMPS"

Guaranteed by the U. S. Govern

mable for Postal Service throughout the Civilized World. USE THEM TO

- SEND A LETTER TO MOM
- MAIL YOUR DINER'S CLUB CHECK

SEND YOUR ALIMONY PAYMENTS . INQUIRE ABOUT A GOVERNMENT LOAN THOUSANDS OF WAYS TO USE THEM

. MAIL YOUR CHRISTMAS CARDS . WRITE YOUR CONGRESSMAN

Joe Justery

Constant Post Office deficits year after year have inspired the SHALIMAR to this patriotic effort. We urge all whe are Good American to dine at the SHALIMAR. Help America vipe out this postal deficit. Remember — each time year dine at the SHALIMAR you receive GENUINE UNITED STATES GOVERNMENT POSTAGE STAMPS in addition to the BEST STEAK YOU EVER ATE.

SHALIMAR Leunge opens at noon. Di 5 P. M. during this patriotic drive.

Save five of these SHALIMAR "Trading Stamp" Envelopes for your choice of beautiful Gove engraved Air Mail Stamps or Special Delivery Stamp.

The SHALIMAR will redeem at 100% cash value — all uncancelled stamps it issues.

Trading stamps are receiving a going-over at the hands of a humor minded Miami restaurant, the Shalimar, at 6200 Biscavne Blvd.

After the patron has wined and dined, and then paid his check, he receives his change in the envelope pictured above. Along with his change he finds one genuine U.S. postage

stamp for each dollar he spent. Copy on the envelope is worth reading so we've blown it up real big.

According to Wes Treloar, who handles their advertising and publicity, newspapers, radio and TV and the local Postmaster have heartily endorsed this campaign. •

attached label or envelope, taken from

your latest mailing. The REASON? No. I'm not "mad with you"! It's just that I am no longer directly associated with the advertising, marketing and sales promotion activities of Black & Decker. This was announced, over a year ago, and your mailing list should have been changed by now. Your costly material is coming to the wrong person; you are wasting time, material

The SOLUTION? If he is not already on your list, the material which you now send to me should be addressed to-PLEASE ACT NOW! Thank you!

Sincerely yours, (Signed) John F. Apsey, Jr. Director of Public Relations

#### MAIL ORDER **AMATEURS**

Some people in the mail order field don't belong in it and should be induced to get out.

Recently we saw some correspondence which shocked us. One mail order concern (A) which depended on another mail order operator (B) to make drop shipments on orders received by (A) wrote to (B) concerning complaints received about non-delivery of merchandise. Here was the final letter on the subject: (from B)

Dear Mr. Blank:

Reference is made to your letter of

September 2.

In response to the above-mentioned letter, we would like to explain the circumstances leading up to the letters of complaint you submitted to us.

When you were informed that deliveries were to be made, we had all of your orders scheduled to be shipped at that time. However, when the c...s were being packed for shipment, we noted that the p.... was defective. Rather than send out imperfect

c...s, we held up your orders.

We are pleased to advise you that a new lot of c...s, all of which are perfect, was received today and deliveries will be made immediately.

We are sorry for any inconvenience you have been caused and assure you that, with the exception of delays beyond our control,

your future orders will be filled promptly. Comment: We can understand how production of merchandise can sometimes be fouled up . . . but we don't believe a "General Sales Manager" of a mail order operation deserves to be in business if he cannot dictate a modern, sensible business letter. Perhaps the answering of this complaint was left to an inexperienced office assistant who had not been trained in letterwriting. .

"The world is divided into people who do things and people who get the credit. Try, if you can, to belong to the first class—there's far less competition."

From: Dwight Morrow, in The Stein Craftsmen Bulletin, of Stein Printing Co., Atlanta, Ga.

#### SELF-PRINTING POSTAGE METER INTRODUCED

A new bantam weight postage meter called the "Postalia" has been recently introduced by Tele-Norm Corporation, 55 West 42nd Street, New York City. According to the manufacturer this is the first meter to print directly on any size envelope or package; and therefore, they claim, the need for a mailing machine is eliminated, saving the user an average of several hundred dollars. An additional advantage is that direct stamping on packages does away with the necessity of using tape.



The machine, which has been approved and licensed by the U.S. Post Office Department, weighs five pounds, about one-half the weight of the lightest meter on the market.

The machine may be leased for \$8.50 monthly, an all inclusive flat charge, as compared to some competitive rates which are based upon size and amount of postage used. This innovation, the manufacturer claims, should make this machine particularly attractive to small business firms.

The Postalia, however, has also been designed to meet the requirements of large volume mailers as well. A snap-in adjustment facilitates its use with either a manual or electric drive letter sealer. With a capacity of up to 6,000 letters per hour, the sealer will accommodate envelopes up to 34" thickness. Beyond that, the meter is simply snapped out of the sealer unit and stamping done by hand. The automatic inking mechanism permits several thousand imprints before a refill is required.

Postmark advertising is also possible with this machine, by inserting a printing plate in the unit. Plates are interchangeable and advertisement can be changed at any time. The meter can stamp up to \$9.99 in a

single imprint. Postage pre-payment is possible up to \$9,990,

Ascending and descending counters simplify bookkeeping of the postage costs. An automatic locking device stops the meter from printing when unused postage drops below \$10.00.

Other features include, a safety release button which prevents double stamping, a safety lever to prevent error when setting postage amounts and a safety key which locks the meter and guards against misuse.

Full information on "Postalia" available by writing Tele-Norm at the above address.

# BRICKBATS FOR INDUSTRIAL AD MEN

Recently received the comments below from reader Michael Kanter, president of Science Markets Press, a publication and sales promotion service for marketing scientific equipment and materials, located at 1743 W. Rosehill Drive, Chicago 26, Illinois. Mr. Kanter wrote these comments under the heading "Severe Shortcomings of Most Industrial Product Literature," and mailed it to a number of his clients. Thought perhaps our readers might be interested too.

1. Emphasis on pretty art work and aesthetic design, while neglecting important facts and specifications which are essential to the buyer for motivating a requisition or an order. This condition is attributable to the amateur advertising manager and, most frequently, to the advertising agency, which cannot afford to spend the necessary time in probing the subject, while turning the writing job over to someone who knows nothing about the technicalities or buying practices.

Very often, legibility of text is obscured by tricky layout and color treatment, which frustrates the reader.

 Too many bromides, cliches and banalities that say nothing useful about the product. Usually written by wordslingers who have never talked to an industrial buyer face to face.

4. Bad organization of specification data and buying information, making it almost impossible to write an accurate requisition or an order without protracted study. Too often the buyer gives up in disgust and goes on to something else.
5. Wrong vernacular for intended audi-

5. Wrong vernacular for intended audience. For example, engineers want engineering talk, not loose vagaries or flowery diction. Scientists want incisive facts, which respect their training and intelligence. Each type of market dictates its own style of technical presentation.

6. Expensive printing, running up the costs far beyond what is needed in quality to do the job. Excessive cost per piece cuts down circulation. As a consequence, markets are high-spotted instead of saturated. Disproportionate expense is put into pre-

paratory art work and plates for relatively short runs, which cannot do the sales job.

short runs, which cannot do the sales job.
7. Prices are omitted, for no apparent reason, or else accompanying price lists are so badly organized that it becomes a Federal case to refer the price to the product. Cumbersome numbering systems and peculiar groupings are employed. While these are meaningful to the seller, they mean nothing to the buyer, and serve only to obstruct the buying operation.

The kind of text organization, factual content and simplicity which should go into every piece of industrial sales literature is not easy to achieve. The old adage, "Hard writing makes easy reading" applies with special force to industrial promotional literature. It is impossible for advertising people to acquire the requisite skill in creating effective literature unless they have a thorough understanding of the product and have actually handled a flow of inquiries and actual orders.

Engineers are notably poor writers. This is no reflection on their ability. It merely denotes that technical writing is an art in itself and must be entrusted only to craftsmen who have learned their craft the hard way, as industrial salesmen out in the field, before they ever tackle the responsibility for producing sales literature. There are no short-cuts. Incompetent writing wastes most of the advertising dollar.

We agree with a lot of the things Mr. Kanter says. No doubt all of us have been guilty of one or more of these mistakes at some time or another.

But there's another side of the coin too. The occasional piece that's really too expensive is often the right change of pace to keep the audience from becoming bored with your promotion. Certainly Albany Products Company's monthly mailings of nutty newsletters violates Point 5, but its been successful for them.

Wolverine Tube is another firm that uses the offbeat approach in their promotion, currently mailing out humorous slogans on cardboard billboards which recipient can punch out along diecut lines, and assemble on his desk.

This year's Henry Hoke award winner, Pennsylvania Transformer, mails out humorous letters from a mythical character named Petey. Many engineers from utility firms receive these direct mail campaigns, and unsolicited letters received by P-T indicate they like them.

Yes, we agree with a good deal of Mr. Kanter's criticism, but there's still plenty of room in the industrial ad man's portfolio for promotions other than the straight nuts-and-bolts approach.

A switch: L. Bamberger opened up a new store in Menlo Park, New Jersey with large signs in all departments, "Please touch the merchandise, you'll love it." From: Newsletter of Wood Office Furniture Institute, 1414 Eye St., N.W., Washington 5, D. C.

# CLASSIFIED ADVERTISING

#### ADDRESSING PLATES

POLLARD-ALLING — embossed and linked at \$25.00 per M; special rates for two liners and OCCUPANT; accuracy and delivery guaranteed; weekly capacity 75-100 M. JACKSON EMBOSSING SERVICE

JACKSON EMBOSSING SERVICE 4 S. Williams St., Whitehall, N. Y.

SPEEDAUMAT—Embossed. Guaranteed 100% correct \$35.00 per M. Fast delivery. The Roskam Co., 1905 West 43rd, Kansas City 3, Kans. Talbot 2-1881.

Scriptomatic masters composed. Lowest cost; highest quality; 100% accuracy. 10,000 or 1,000,000. Fast service. Only approved Scriptomatic materials used. References. Economail Corp., 105 N. Laramie Ave., Chicago 44, III. Columbus 1-3667.

SPEEDAUMAT PLATES EMBOSSED FAST SERVICE with 100% ACCURACY GUARANTEED only \$30 per 1,000

KIRBAN ASSOCIATES, Inc. 226 Hatboro Pike, Horsham, Penna. OSborne 2-2040

Scriptomatic masters composed. Lowest cost; highest quality; 100% occuracy. 10,000 or 1,000,000. Fast service. Only approved Scriptomatic materials used. References. Economail Corp., 105 N. Laramie Ave., Chicago 44, Ill. Columbus 1-3667.

POLLARD-ALLING—accuracy & delivery guaranteed; weekly capacity 75M; rates upon request; tel: 179

JACKSON EMBOSSING SERVICE 4 S. Williams St., Whitehall, New York

#### ADDRESSOGRAPH PLATES

Brand new plates & frames for your addressograph & speedaumat machines. New lower prices. Immediate Delivery.

DEAN FORREST CO. 7 Foster Street, Revere 51, Mass.

#### ADDRESSING SCRIPTOMATIC

Scriptomatic Addressing on job or contract basis—cheaper than you can do it yourself. JEROME S. FINSTON Lynbrook, L.I., N.Y. LYnbrook 9-2705

Scriptomatic Masters prepared — low cost — quality work — 100% correct. Typewriter addressing — practically "do-it-for-nothing" prices! Find out. The Roskam Co., 1905 West 43rd, Kansas City, Kansas. TAlbot 2-1881.

#### ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service. Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

#### THE BOOK OF PANELS

for offse: contains 369 different art panels, including coupan, guarantee and label borders plus nearly 500 symbolic designs for page ornamentation. ONLY BOOK OF ITS KIND—thousands in use. 32 pages, 8x10½ In., only \$4.00. Many other books of promotional art and type fonts for paste-up. Free folder.

A. A. ARCHBOLD, PUBLISHER
Box 332-K
Burbank, Calif.

#### BUSINESS OPPORTUNITIES

MAIL ORDER wholesale textile mfg. business; North Georgia; est. 1950; \$15,000 cash needed; balance terms. Box 101, RODMA

#### ESTABLISH A TRAVEL AGENCY

First time affered—because of new Congressional ruling. Order your 76 pags all instruction manual—tells how, only \$4.95—U. S. Travel Research, 708 Q, Lucerne, Lake Worth, Florida.

#### CANADA'S BEST MAILING LIST

165,000 live names on Elliott stencils Call your list broker—TODAY or Tobe's, St. Catharines, Ontario

#### DIRECT MAIL PRINTING-MAILING

WE'LL BET FIVE BUCKS—If you mail 250 M or more pieces of letter-mail per year, we can save you \$500 or more, if you mail from Kansos City. Send samples or specifications. The Roskam Co., Printing & Mailing Division, K. C. 41, Mo.

#### EQUIPMENT FOR SALE

"Terrific Bargain—Automatic Electric Duplicard Addressing Machine Model E-7, complete with supplies—originally \$700.00. Will accept any reasonable bid—moving—Emile Regniers Co. (U.S.A.), Inc., 161 East 42nd St., New York 17, N. Y.

"ELLIOTY: Write for complete list used equipment, 4x4-3/32 stencil: GEW, Strip Addresser, 30-counter Tabulator; Expirator, wired selector heads and panel boards; Stencil Cutters, Punch-

"MILLER FREEMAN PUBLICATIONS, Attn. Charles C. Baake, Circ. Mgr., 500 Howard St., San Francisco 5, Calif. Ph: EXbrook 7-1881."

Pitney-Bowes RG postage meter machine in excellent condition & Elliott 100 tray cabinet for 2x4 stencils. Maple Dale Hatchery, Austin, Minnesota.

#### EQUIPMENT WANTED

Wanted: 6-Station Phillipsburg Inserting and Mailing Machine. Send information to Morris Melton, Melton Book Company, 1901 Levee, Dallas 7, Texas.

WANTED: PHILLIPSBURG INSERTING AND MAILING MACHINE Send particulars to Ray D. Cherry 1120 W. Peachtree St., N.W., Atlanta, Ga.

#### EQUIPMENT WANTED

Wanted: Phillipsburg Inserting and Mailing Machine send particulars of condition and price to Thompson & Co. P. O. Box 1839. Tampa, Fla.

Phillipsburg or Pitney Bowes Inserter Machine. Give size, age, condition and price. Empire Underwriters, Inc., P. O. Box 55372 Indianapolis, Ind.

#### FREE MAILING LISTS

OVER 2 MILLION NAMES ON PLATES
GUARANTEED 1009A ACCURATE
ELECTBONIC SELECTED
CONSTANTLY CORRECTED
Retailers-Wholesalers-Manufacturers
Banks-Churches-Institutions
Choice of 350 Other Lists
"We Charge ONLY for Addressing"
(Usually Completed within 3 Days).
Write for FREE Catalogue.
SPEED-ADDRESS KRAUS CO.
48-01 42nd 5t., Long Island City 4, N. Y
STillwell 4-5922

#### MAILING LISTS

Occupant Gas Station List — 150,000 names your literature addressed or an roll labels \$15.00 per 1,000.

Wholesale Printers 760 Market St. Waukegan, III.

CINCINNATI SUBURBAN RESIDENT NAME LIST On Speedaumat plates. Guaranteed 95%. \$10/M. Decision/Inc., 4616 Red Bank Rd., Cincinnati 27. Ohio. BRamble 1-3200.

Direct Mail Proven Buyers. Over 790,000 Alphe-Geo Names. Buyers of Books and Magazines as Gardening, Farming and Health. Active and clean expires. Your Braker knows our reputation for results. Rodale Press, Emmaus, Pa

Any Chicago business or profession—from A to Z. Correctly typed on gummed labels. Minimum, \$3.00. Avers Stationery, 331 N. Austin Blvd., Chicago 44, III.

ADVERTISERS - Special Offer "Cream-of-Crop" names of LIVE Opportunity Seekers, Mail Order Buyers, Salesmen, Agents, Home Workers, Births, helps you get more sales at less cost. Trial 1000 \$15—500-\$8. Names on labels. Millions of Prospects. Sports, Religious Contributors, Wealthy Individuals, Investors, Executives, Etc. Most any list you want. Our 39th year. Write—WALT C. WHITE, RD 3122 Calumet Ave., Chicago, Illinois.

We use these ourselves—they must be good—we are not brokers, cleaned monthly on addressed labels, \$15 per M.
35M Auto dealers by makes
42M Leading Insurance Agencies
36M Certified Public Accountants
12M Leading Optometrists
5M Building and Laans
8M Banks in Cities over 10M pop.

New "GOLDEN AGE" Senior Citizens list . . . 150,000 Retired Business & Professional Gentlemen . . . Well-to-do Financial Circumstances . . . ot Residences . (Exclusively Ours). Contact HERBERT DUNHILL & ASSOCS., 55 East Washington St., Chicago 2, III.

Box 121, The Reporter

#### MAILING LISTS

SELECTED MAILING LISTS
Write us your requirements. No obligation.
Over 8,000 lists.
Avers Stationery, 331 N. Austin, Chicago, Ill.

MAILING LISTS — 600,000 carefully selected names in Protestant field. Individual lists of clergymen, laymen and laywomen, Religious Education Directors, Bible Teachers, Chaplains, Youth Leaders and many others. Write for free brochure "Protestant Religious Lists", Macfarland Company, Box 540-D, Westfield, New Jersey.

#### SPEEDAUMAT ZINC PLATES

New York's biggest and best embosser places 47 Graphotypes and 90 skilled operators at your disposal for fast, occurate embossing of your lists at rock bottom cost of \$37.50 per thousand. Day and night shifts assure prompt delivery on the date promised. No Alibis. Circulation Associates, Inc., 226 West 56th Street, New York, JUdson 6-3530.

NEED SKILLED GRAPHOTYPE OPERATORS? You can make 30% to 100% profit by using our Graphotype Dept. as your own. Beautiful embossing, fully punctuated with less than 1% error. Pure Zinc Speedaumat plates. Prompt dependable delivery. Two shift service. 100% accuracy guaranteed.

Cost — Speedaumat — \$37.50 per M. Other plate prices on request — send details.

ADVERTISERS ADDRESSING SYSTEM 703 N. 16th St., St. Louis 3, Mo.

#### SPEEDAUMAT ZINC PLATES

SPEEDAUMAT PLATES EMBOSSED FAST SERVICE with 100% ACCURACY GUARANTEED only \$30 per 1,000

KIRBAN ASSOCIATES, Inc. 226 Hatboro Pike, Horsham, Penna. OSborne 2-2040

#### WANTED TO BUY

Pollard-Alling KX Addresser tying machine. Excel, Box 31, Lindenhurst, L. I., New York.

#### HELP WANTED

"Man Friday wanted to handle promotion of Direct Mail photo finishing by old established plant with steadily growing DM Division. Travel involved. Above average apportunity to grow with the job. Mid-eastern city 100,000. \$6,000 to \$7,000 salary range. Reply Box 123 DMA Reporter."

Direct Mail Man; Spare time work—hourly rate. Full charge campaign real estate book. Submit resume samples.

Box 125, The Reporter of Direct Mail Advertising

"Mail order man or woman—strong on copy and interest in layout and campaign details and follow through. Also to handle trade and consumer advertising. Sunset Books, Menla Park, California."

#### HELP WANTED

# DIRECT MAIL CIRCULATION SALES SUNSET MAGAZINE, MENLO PARK CALIFORNIA

Direct mail sales copywriter to assist Circulation Manager. Must have good recent experience creating direct mail sales letters—for publisher preferably.

Position will enable you to work on full-range of subscription and newsstand functions, circulation analysis, and promotion.

Age 27 to 35, college background preferred. Good business appearance and manner are important.

Send complete resume, photo, and at least two examples of sales letters you have written. Please state salary you require. All inquiries confidential. Address Personnel Manager, Sunset Magazine, Menlo Park, California.

#### HELP WANTED CIRCULATION MANAGER WANTED

#1 Spot open for guy or gal experienced in list maintenance, audit & fulfillment. Med. size business paper mid-town. Resume to 404 Fourth Ave. Rm. 1107 — N. Y. 16, N. Y.

#### MALE OR FEMALE

If you are looking for a position or personnel replacement contact the following:
New York City Area . . . Mr. J. Dudley Broderick, Hundred Million Club, Job Placement Committee, c/o Doubleday & Company, 501 Franklin Ave., Garden City, L. I., New York. National . . . Mrs. Ruth L. Laguna, Direct Mail Advertising Association, 3 East 57th St., New York 22, New York.

Scriptomatic, Inc. of Philadelphia has appointed Robert A. Lorgus as controller. Mr. Lorgus had been associated in the financial organizations of the Armstrong Cork Co., Westinghouse Electric Corp. and Schramm, Inc. . . . Neil McElroy, Chairman of the Board. The Proctor & Gamble Company, has been selected for the 1960 Public Service Award of The Advertising Council. Each year the Council's board of directors choose for this distinction an "American businessman who has contributed notably in public service to the welfare of his country and his fellow citizens." . . . John S. Renouard joined the advertising sales staff of School Management, Greenwich, Conn. Renouard will headquarter in the Eastern Division office in N. Y. C. . . . John Brooks, western advertising manager of Redbook Magazine announced addition of Bob Rush to the Chicago sales staff. . . . Philip F. Shannon, Jr., formerly with the Curtis Publishing Company, has joined the Ziff-Davis Publishing Co. as advertising manager of the newly formed special markets group.... Eugene D. Smith appointed advertising and promotion manager of Monsanto Chemical Co's, recently formed agricultural chemicals division, St. Louis. Robert E. Ude will be responsible for the marketing services function, including sales forecasting and sales training pro-

grams. •

#### NAMES IN THE NEWS

Who's doing what in your organization? New job? New Promotion? Industry Awards? Or interesting personal news on the human side? No matter what they're doing, we'd like to include them in this monthly roundup of . . . "Names In The News"

Charles Antin has joined Franklin Watts, Inc., N. Y. C. as director of sales and promotion. . . . A new industrial advertising service being offered by Mort Barish, 4 Glenside Court, East Brunswick, N. J. . . . Harry Becker of Myers Branch, Charleston, So. Car. appointed European representative for Metal Progress of American Society for Metals, Metals Park, Ohio. . . . David L. Belew appointed director of advertising and sales promotion of The Beckett Paper Co., Hamilton, Ohio. Formerly with The Rowe & Wyman Advertising Agency, Cincinnati. . . . James M. Charlton promoted to merchandising manager of American Home Foods, N. Y. C., a division of American Home Products Corp. . . . David R. Fenwick named senior vice president and creative supervisor of Grant Advertising, Inc., N. Y. C. . . Emerson Foote, president of Mc-Cann-Erickson Advertising, has been named Chairman of the National Edu-

cational Committee of the Advertising Federation of America. . . . W. L. (Bud) Fritz named advertising manager by General Binding Corp., Northbrook, III. . . . Morton E. Grossman appointed advertising promotion manager, Ziff-Davis Publishing Co., New York City. Formerly with The Journal of Commerce as director of advertising promotion and research. . . . Roy Hearn appointed general manager for the Atlanta Plant of General Printing Ink Company, division of Sun Chemical Corp. . . . Stanley B. Honour appointed sales manager. International Div., Diamond Alkali Co., New York. As of January 1, 1961, Ernest R. Sarrey will assume the responsibilities as controller, International Division. Jim Jones elected president of Republic Graphics, Inc., 273 Fifth Ave., N. Y. C. Sally Cook Kelly, formerly with Wasser. Kay & Phillips of Pittsburgh, has joined copy staff at The Buckley Organization, Philadelphia direct mail agency. . . .

# **Direct Mail**

ADDRESSING
ADDRESSING AND MAILING
Mailmasters, like
Jerome S. Finson:
Motion Tiping Service
Barry & Ions Advitising 192 West \$220 Street, New York 36, N. Y. L.O. 3-1169; The Buckley Organization Philatelogish Nat'l Bank Bldg. Phila. 7, Pa. Grant, Schwenck, Baker, Inc 520 N. Michigan Ave., Chicago 11, Ill. (WH 3-1933)
A. A. Archbold, Publisher 419 mouth Mann Street, Burbank, Calif. (Til 2-2793)
A. A. Archdold, Publisher 449 month mean Stroet, Burbank, Calif. (Til 2-2793) 1006 Art 307 Fifth Avenue, New York 16, N. Y. (MU 6-7270) Harry Yolk, Jr. Art Studio ADVERTISING SPECIALTIES
Flano-lettering Co., Inc 305 East toth Sirvet, New York 17, N. Y. (PL 3-4943) tririen Hipproducer Corp 125 Beechwood Act. New Rochelle, N. Y. (NE 3-8500) R. W. Grauert 100 Gold Street, New York 38, N. Y. (YU 6-4200) Taylor-Merchant Corporation 48 West 48th St., New York 36, N. Y. (PL 7-7700)
All Corchis, Jr
All Corchia, Jr
Avers Stationery Suite 66, 331 N. Austin Blvd., Chicago, 111.
Arrow Service
Arrow Service COPYWRITERS 1 Yates Street, Schenectady 5, New York Paul J. Bringe the copy and
The Palette Service
American Mail Advertising, Inc
2161 Monroe Drive, N. E., P.O. Box 13446, Atlanta 24, Ga. (TR 3-3221) The Creative Division
of James Gray, Inc
Maxwell Sackheim-Franklin Bruck, Inc. New York 16, N. Y. (MU 6-5652)
The Creative Distaion of James Gray, Inc
Reply-O Letter Co., Toronto, Canada Inner Court, 33 Scott St., Toronto I, Canada (EM 3-8797) Reply-O-Letter Co., Brisbane, Australia, 167 Queen St., Brisbane, Australia (B 2411)

on the ideas?

Find the product or service you need help in, have your girl type a simple letter asking for samples and literature from all names under a specific heading. These producers and suppliers will be glad to contact you by return mail.

itesponda Letter
Responda Letter (In N. Y. C., dial 211, ask for Enterprise 6530)
The Reuben H. Donnelley Corp
The Rylander Co
Sales Letters, Inc
The Smith Company
Tailman, Smith & Associates 410 N. Michigan, Chicago 1, Ill. (WH 3-0608)
William Steiner Associates, Inc., 42 East 64th St., New York 21, N. Y. (TE 8-1335)
Ysobel Sandler Advertising, Inc 1 Gramercy Park, N. Y. 3. N. Y. (OR 4-9400)
DIRECT MAIL CREATORS AND PRODUCERS
Cabot-Letter
Cabot Letter (In New York City, dial 211, ask for ENTERPRISE 6530)

Advertising Distributors of America, Ive., 28s Ave., Detroit 1, Mich. (TE 3-0500)

Advertising Distributors of America, Inc., New York, 200 Marchines, 200 Madison Ave., New York 17, N. Y. (MU 8-6500)

Bonded Mailings Inc. Nationwide. ... 734 4th Ave., Brooklyn 32, N. Y. (80 8-4819)

Circulation Associates	Creative Mailing Service
Circulation Associates	University of Associations, Gale Research Co.  Watter Drey, Inc
Decision/Inc	Walter Drey, Inc
D & A Electronic Mailers. 918 N. 4th Street, Milmankes 2, wincomin 1933 of 1932 of 193	Dunnill International Last Co., Inc. 444 Park Ave., South, New York 16, N. Y. (MU 6-3700)
Advertising Distributors of America, Inc.	Fawcett Publications 67 Washington St. N. Y. N. Y.
Advertising Distributors of America, Inc.  4444 Cass Are., Detroit 1, Mich. (TE 3-0500)  Mailings Incorporated55 West 13th Street, New York 11, N. Y. (WA 9-5188)	Industrial List Bureau
LABELS AND LABEL AFFIXING MACHINES	Mailing List Compilation Bureau, 2570 East 18th St., Bklyn, N. Y. (TW 1-4400)
Eureka Specialty Printing Co	140 Offices in Major Cities See Yellow Pages for Local Phone Numbers
Potderin Machine Co	Market Complication Bureau.  10581 Chandler Bivd., N. Hollywood, California (ST 7-5384)  National Birth Record Co. 16 West 19th St., N. Y. 11, N. Y. (OR 5-5760)  Occupant Mailing Lists of America. 239 North 4th St., Columbus, Ohio  Official Catholic Directory. 12 Barriay St., N. Y. 8, N. Y. (BA 7-2900)  It. L. Polit & Co. 11 Howard St., Detroit 31, Michigan (Wo 7-8906)  It of Polessional Accountants Lists. 126 Liberty directory. 13 Michigan (Wo 7-8906)  Irofessional Accountants Lists. 126 Liberty directory. 13 Michigan (Wo 7-8906)  It of Polit & Co. 11 Howard St., N. Hollywood, Calif. (PO 6-539)  Itan mond-Lower Associates, Inc. 32 Horodoway, N. Y. 4, N. Y. (WH 4-487)  Research Projects, Inc. 404 Park Azenue South, N. Y. 16, N. Y. (JU 2-9830)  Statemas Postales, Editicio Imperial Officia  94-55 Piaza Candelaria, Caracas, Venezuela
LABELING SERVICE—AUTOMATIC MACHINE Bonded Mailings, Inc.—Nationwide754 4th Ave., Brooklyn 32, N. Y. (SO 8-4819)	Occupant Mailing Lists of America
LARFIS	it. L. Polk & Co
Allen Hollander Co., Inc. 385 Gerard Ave., New York 51, N. Y. (MO 5-1818) Dennison Mfg. Co. Framingham, Mass. (Tit 3-3511) Sere Ready Label Corp. 337 Cortlandt St., Belleville 9, N. J. (PL 9-5500) Penny Label Company. 9 Murray St., New York 7, N. Y. (BA 7-7771)	R. L. Rashmir
Ever Ready Label Corp	Reporter of Direct Mail Adv
	Sistemas Postales, Editicio Imperial Oticina 94-95 Piaza Candelaria, Caracas, Venezuela
Hewig Co	
Robert Straub & Co	48-01 42nd Street, Long Island City 4, N. Y. (ST 4-5922)
tathus Thomason & Company 100 Market Plans Raltimore 9 Maryland (PL 2-4806)	Special Coffeepondents
Brunner, Inc., Printers-Lithographers, 1010 Jefferson Ave., Memphis, Tenn. (Bit 2355)	The W. P. Woodall Co., Inc
MAIL ADVERTISING SERVICES (Lettershops)	Zeller and Letica, Inc
Ambassador Mail Advertising Co2050 Bellmore Ave., Bellmore, N. Y. (CA 1-3300) BROOKLYN	
BROOKLYN Valco Reproduction & Mailing Service, Inc. 1715 Ave. Z. Bklyn. 35, N. Y. (TW 1-4400) CNICAGO	Direct Mail Markets Company, Inc 515 Madison Ave., N. Y. 22, N. Y. (PL 9-3113) Herbert L. Kellner & Associates131 S. Wabash Ave., Chicago 3, 111, (AN 3-2242)
CHICAGO Doolittle & Company, Inc	Arthur W. Bandman
CLEVELAND	MANAGEMENT-MARKETING-MAIL ORDER CONSULTANT Lawrence G. Chait & Co., Inc375 Park Ave., N. Y. 22, N. Y. (PL 1-7220)
Robert Silverman, Inc	MANUFACTURERS—ADDRESSING MACHINES & ACCESSORIES Pollard-Alling Mfg. Ca
Advertising Distributors of America, Inc.         4444 Cass Ava. (1) (TE 3-6500)           Advertising Lotter Service         2390 Jefferson East (7) (LO 7-8535)           National Mailing Corp.         6201 Grand River Ave. (8) (TY 8-2611)	MULTIGRAPH SUPPLIES
National Mailing Corp	Chicago Ink Ribbon Co
Premier Printing and Letter Service	Advertising Distributors of America, Inc. 4444 Cass Ave., Detroit 3, Michigan (TE 3-0500)
LOS ANGELES	Advertising Distributors of America 1 August 444 Cass Avs., Detroit 1, Michigan (TE 3-0500)  Advertising Distributors of America, Inc. New York. 400 Madison Avs., N. Y. 17, N. Y. (MU 8-0500)  Label List, Inc. 48 Peachtree St., N. E., Atlanta 3, Georgia (MU 8-4660)  Cecupant Mailing Lists of America. 229 North 4th St., Columbus, Ohie
Krupp's Adv. Mailing Serv	Label List, Inc
MIAMI, FLORIDA Ace Letter Service Co	Schaubroeck Agency
NEW YORK CITY Advertisers Mailing Service, Inc., 45 West 18th St., New York, N. Y. (AL 5-4500)	
Advertisers Mailing Service, Inc., 45 West 18th St. New York, N. T. (AL 5-4500) thase bured Mail Service Corporation. 205 East 45th 8t, New York (OR 9-3160) Circulation Associates. 1745 Broadway, New York, N. Y. (JU 6-3530) Latham Process Corporation. 200 Hudson St., N. Y. 13, N. Y. (WO 6-4500) Mailings Incorporated. 200 Hudson St., N. Y. 13, N. Y. (WO 6-4500) Mailings Incorporated. 55 West 13th St. (11) (WA 9-5188) Mailograph Company, Inc. 39 Water Street, New York 4, N. Y. (HO 9-777) Mary Ellen Clancy Co. 250 Park Ave., New York 17, N. Y. (YU 6-7833) St. John's Associates, Inc. 35 West 45th St., New York 36, N. Y. (JU 2-3344)	Allied Paper Mills 1,508 Lake Street, Kalamazoo, Michigan American Writing Paper Corp. Holyoke, Massachusetta Appleton Coated Paper Co. 1250 N. Meade St., Appleton. Wis. (41854) Bergstrom Paper Company. Neenah, Wisconsin
Latham Process Corporation	Bergstrom Paper Company. 1250 N. Meade St., Appleton, Wil. (41504)  Bergstrom Paper Company. Neenah, Wisconsin
Mailograph Company, Inc	Bergstrom Paper Company.  Curtis Paper Company.  Newark. Delaware (EN 8-8551)  Eastern Fine Paper and Pulp Div. Standard Packaging Corp. Banger. Me. (2-8221)  Eusta Paper Divinion, Olin Mathieson Chem. Corp Plagab Forest. North Carolina
St. John's Associates, Inc75 West 45th St., New York 36, N. Y. (JU 2-3344) PHILADELPHIA	Finch, Pruyn & Co., Inc
Woodington Mail Advertising Serv	Finch Priyy & Co. In: Glens Falls, N. Y.
Advertisers Associates, Inc	Kimberly-Clark Corporation
Ayer & Streb	Nekoosa-Edwards Paper Co
SAN FRANCISCO The Smith Company	Peninsular Paper Co
ST. LOUIS The Alan Company	Kimberly-Clark Corporation Neenah, Wisconsin (PA 2-3311) Mead Corporation Paper Ca. Peri Edwards, Wis. (Tel: 3111) New York & Pennsylvania Co. 230 Fark Ave. N. Y. 17, N. Y. (PE 1-4250) Feolustiar Paper Co. Kalamazoo, Mich. (FI 2-0151) Illising Fuper Co. Houstonic, Mass, (FI 0-47) S. D. Warren Company. 89 Broad St., Boston I. Massachusetts Sorg Paper Company. Middledown, Obio
WESTELEID NEW IERSEY	
Union County Printing & Mailing Service233 North Avenue (AD 2-8393)  MAILING LISTS — BROKERS	Mid-Manhattan Business Service
Accredited Mailing Lists, Inc 10 East 39th St., N. Y. 16, N. Y. (MU 3-1356) Archer-Bennett List Service, Inc	Horan Engraving Co., Inc
George Bryant & Staff	Horan Engraving Co., Inc
Direct Mail Markets Company, Inc	
Walter Drey, Inc	Colourpicture Publishers, Inc. 280 Newbury St., Boston 15, Mass. CURTEICHCOLOR 3-D by Curt Teich & Co., Inc.  1733 W. Irring Fark Road, Chicago 13, Illinois (BU 1-0606) Dexter Press, Inc. Route 383, West Nyack, New York (NY 1-2506) Grogan Photo Company. 1195 N. Babis St., Danville, III. (HI 6-0826)
Guild Co	Dexter Press, Inc
Walter Karl, Inc	
Cell Levine Screened Mailing Lists	Colortone Press
Union County Printling & Malling Service	Carev Press Corporation. 466 W 214 8. TRUMBAY 3. Y. (CH 4-1006) Colortone Press Corporation. 2412 W 214 8. TRUMBAY 3. Y. (CH 4-1006) Colortone Press Corporation. 2412 W 214 8. TRUMBAY 3. Y. (CH 4-1006) Goes Lithographing Company. 12 W 22 E. Weste St. S. Hackensack, N. J. (HU 9-3556) Runkle, Thompson & Kovats, Inc. 650 West Lake St. (Chicago 6, Illinois Offset Reproductions. Inc. 34 Habert St., N. T. 23, N. Y. (WA 5-1106)
Mosely Mail Order List Service, Inc., 38 Newbury St., Boston 16, Mass. (CO 6-3380)	Offset Reproductions, Inc
People in Places, Inc	Lawrence G. Chalt & Co., Inc
William M. Proft Associates	STENCIL CUTTING AND LIST MAINTENANCE
Planted Circulation. 12 West 46th W. N. J. 26, N. J. (MU 7-4133) William M. Proft Associates	Advertising Distributors of America, Inc. 4444 Cass Ave., Detroit 1, Mich. (TE 3-0500) Circulation Associates
Ranford Evans & Co., Ltd., 156 Lombard Ave., Winnipeg 2, Man., Can. (WH 2-6554)	Circulation Associates
James E. True Associates 419 Park Avenue South, N. Y., N. Y. (MU 9-0050)	Circulation Associates
FOR LIST SOURCE, COMPARE NAME IN PARENTHESIS WITH LISTING	Globe Fulfillment Corporation
Business, Professional Lists(Ed Burnett Inc.)	The William Feather Co
Business. Professional Lists. (Ed Burnett Inc.) Direct Mail Users. (8,500 (Reporter of DM) Financial Lists (E-Z Addressing Service) Fund Raising Lists (Wm. M. Proft Associates) Mail Order Lists. (The Roskam Company) Opportunity Seekers and Start in Business. 200,000 (William Stroh, Jr.)	TRADE ASSOCIATIONS
Fund Raising Lists	Association of First Class Mailers211 Wyatt Building, Washington 5, D. C. Associated Third Class Mail Cars, 1406 G St., N.W., Wash 5, D. C. (WE 4, 2447)
Opportunity Seekers and Start in Business	Association of First Class Mailers
Active Mail Order List Co	National Council of Mailing List Brokers 55 West 42nd Street, New York 38, N. Y. (PE 6-0615)
Associated Advertising Service	55 West 42nd Street, New York 36, N. Y. (PR 6-6615) Parcel Post Association
Actire Mail Order List Co. 241 Marrite St. N. Y. S. N. T. (WA 5-2450) Abbott National List Co. 155 Celar Ft. N. Y. N. Y. (WO 2-1775) Associated Advertising Service. 613 Willow St. Port Huron, Mich. (YU 5-7773) Rockhusers Lists, Inc. 283 Brandway, N. Y. 2, N. Y. (WO 4-5871) Buckley-Demont. 555 W. Jackson Bird., Chicago 6, Illinois (HA 7-3862) Ed Burnett, Inc. 156 Fifth Are, N. Y., 16, N. Y. (AL 5-9850)	Stereo-Magniacope, Inc., photographic 40-31 81st Street, Elmhurst 73, N. Y. (DE 5-0027)

#### FUND RAISING . . .

(Continued from Page 29)

The following procedures I consider to be important also and I list them in what I consider to be the order of their effectiveness:

1. List of contributors. Each year we prepare a list of all contributors to the Hospital. This is mailed along with the appeal made in the following fall. It receives high readership. Donations are not quoted, nor are addresses of the donors.

2. Mailings made to coincide with date on appeal letter. Friends Hospital uses letters prepared by offset with no name fill in. The letters are given added impact by being mailed on the exact day of the month used on the letter, if they are to go first class . . . and on the month, as used on the letter, if going third

3. The letters are given more life by having the president of the Board's signature reproduced in blue.

4. Reply envelope has appeal copy on it. Almost all the envelope is used. If fact, if a recipient ends up with only this envelope, it can make quite a good case for the Hospital by itself. Under the heading "HOPE AS NEVER BEFORE" on the current envelope, four brief paragraphs tell why money is needed and what it can do. On the outside of the flap, the Hospital's seal is used, plus the all-important line "A Non-Profit, Psychiatric Hospital Dependent Upon Gifts." It should be noted that in this envelope we offer a "bonus"; people are given the opportunity to ask that they receive notice of the Hospital's Garden Days and also the Annual Report. (True, we do this whether they ask for it or not, but this has a good psychological effect.)

5. All mailings, except the Government postcard invitation to the Garden Days, have something beside the letter and the reply envelope. This can be the Annual Report, a new Hospital booklet or an appeal folder. Each gives the recipient something extra to read, something extra to help persuade him to give.

6. Mailings from the Hospital's list go first class with commemorative stamps used, and addressing done by typewriter. The Hospital's list totals 2,000 - the remaining 9,000 come from a Friends' list which is maintained elsewhere. While it is impossible to test the worth of this stamping and typing procedure, we would not change it, any more than we would reproduce the signature cut in black. Our envelopes attract attention. They are dignified. They are opened. As for the 9,000, we don't use first class for them. It is a once a year mailing. It carries either the Annual Report or some other booklet, so the first class postage would run 8 to 12¢.

#### Some Other Observations

1. Individually typed letters haven't proved worthwhile. One year we went to great trouble to have our medical typists type several hundred letters for the better givers and prospects. The dollar results were less than when the offset letters were used. Now we send the offset letters to all our list early in September, then follow up the special ones who have not given in the first week in December. (Not all. Some have a giving pattern of sending in their gift during the last week of the year.) I actually believe there are many people who respond better to the impersonal letter, the theory being that they are not sure they'll give enough to please the sender of the individually typed letter. I am completely confident that for us it is better spending the time and money on getting out more letters, rather than fewer but specially prepared.

2. The best appeal is "help Friends Hospital help the mentally ill." Rather than get specific, it seems best just to ask for money, leaving its disposition up to those who know what is needed. (When writing to Foundations, however, a we-need-it-to-do-this approach is almost always required.

3. Pledge cards are not used. They were tried the first year, but few people made pledges. When the appeal is made annually and by mail, it seems best to leave the pledge off. (Here, I have the feeling that many pledge cards were held, but not sent in because the recipients kept wondering how much they could and should give. With our present envelope, whatever is to be given is enclosed. True, some are held until the end of the year so the donors can see how they stand financially at that time, but the pledge card wouldn't help here.)

As for non-givers on our list, we eliminate them after four years of mailing with no response. If someone has given once, he gets more than four years of grace. Depending upon the size of the gift or gifts, his card may stay with us forever.

In conclusion, let me say very firmly that there is no doubt that

Friends Hospital's by-mail fund raising has done far more than an organized program would have done. Many more gifts have been received. These gifts are coming in on an annual basis. And many of the sizable ones are coming from people who would not have been reached by an in-person appeal, due to distance or an apparent lack of interest or

#### FOR CLEARER COMMUNICATIONS

Hope Cleveland's Bill Feather won't object to our "lifting" two helpful items from recent issues of his always wonderful house magazine.

Item One:

If you think like I do about bad grammar you will, like I, want to do something about it. It don't help nobody, socially or financially, to talk like as if he was un-educated. This paragraph is an attempt to learn a few people how to improve their daily speech. You don't need to be a daily speech. You don't need to be a professor to know the simple rules of grammar, and just between you and I, let me say that too much learning and fancy talk is boresome. Like I say, I hope you will study this paragraph carefully and decide how many mistakes you can find. If you can't find none, perhaps you will ask an educable friend to help you. There is more illiteracy and mistakes than you may think. Item Two:

On the corner of a small art publication I was attracted by this quotation from Confucius: 'When words lose their meaning, the people lose their liberty.'

On turning the page, I came on an article that led off with this: "Surrounded as we are with a language that contains a heavy emphasis on ambivalence and con-flict, it appears that the more fortunate are those who proceed, as it were, without

The art critic who wrote that sentence rems to be guilty of the very thing that Confucius complained about,

I can't make out what he is saying. The Chinese language may have been in a bad state at the time of Confucius (551-478 B.C.), but the English language

is in a worse state today. Sports, the underworld, the social sciences, psychiatry, economics, and politics have corrupted the meanings of common words and have invented jargons of their own which are unintelligible to outsiders. Communication gets more difficult day

The truth can be told in various ways: It was a hot, simmering day, and we stood on a bridge spanning a Georgia river, watching Jeb in his small boat, fishing. The sun shown down on his straw hat and motionless line. Finally my friend called down, "How many you got, Jeb?"

Without turning his head, Jeb drawled, "Time I git this 'un and another 'un, I'll

From: In Transit, published by Atlanta Envelope Co., Atlanta, Ga. and Southern Envelope Mfgrs., Nashville and Miami.



Henry Hoke, Jr. (Pete) had a speaking date down South
... so managed to spend the week before Thanksgiving
sixing the Front porch and surrounding neighborhood
Plenty of scuttlebute about plans for making The Reporter bigger and better in 1961.

# FRONTPORCH SCUTTLEBUTT

The gist of conversation about this and that with visitors to the Editor of The Reporter

I'VE BEEN RE-READING the predictions made in The Reporter and other forums during December of 1959... how 1960 would usher us into the Roaring and Soaring Sixties . . . a year full of progress and all good things.

Instead, the year 1960 will go down in history as a pain-in-the-neck for most of us. It should be labeled as the "Year of Tension and Argumentation." The tension was even greater than in wartime. Then, most of us were united in a single purpose. In 1960, we were all tense with uncertainty and with arguing with neighbors, politicians, gloomster critics and anyone who would listen to diatribes on every conceivable subject.

1960 was the year when Khrushchev and Castro were at their most arrogant and confusing worst. Even the usually reliable news reporters were confused. After the pre-election story that Khrushchev had been replaced was found to be inaccurate . . . newspapers carried the headline, "Khrushchev Ouster Only a Rumor." A "rumor" can be false, true or partly true, Careless semantics . . . the reason many people get in trouble with the Federal Trade Commission or the critics by describing their offers inaccurately.

1960 was the year the advertising profession received the heaviest barrage of criticisms. It was the year of exposes of payola, rigged quiz shows, misleading commercials. The year of arguments over whether the "profession" should fight the charges or help clean up the mess.

1960 . . . the year of more agency-client switches than ever before. Clients firing agencies who had faithfully served them for many years. Agencies resigning clients of longstanding because they could grab a larger and more profitable account. Employees starting new agencies and stealing juicy accounts. All of it . . . symbolic of a moral decay which permitted the actions which brought about the charges of misrepresentations.

1960 . . . the year of more strife and ill-feeling between the Post Office and its customers than ever before. Summerfield against the users of the mail; the business mail users arrayed against Summerfield for his "junk mail" attacks. It was the year of mounting cases of fraud in the mail . . . caused, according to the experts, by the "re-cession" in business. Hard times bring out the fast buck

1960 . . . the year of doubletalk in advertising and politics. Politicians sneered at Madison Avenue techniques. Madison Avenue struck back at politicians. Politicians referred to the business atmosphere as a "great pause" thinking it might be associated with the advertising theme . . . refreshing. The atmosphere was also referred to as "a completely new economic turbulence." It was the year of amazing phraseology used by advertising people (mentioned in nearly every issue of The Reporter). Advertising people in general just couldn't allow

themselves to accept plain, commonly-used words. Motivation researchers attempted to prove that "status buying" had been replaced by "identity buying." They claimed: "The identity buyer is seeking and responding to products and experiences which express, confirm and enrich his accepted new identity in his own eyes and the eyes of his family. He is in the process of successfully adjusting his emotional life, and consequently his buying motivations to his prosperous circumstances.

The researchers have developed, so they say, a new tool called "projective prototypes." It is described: "This new technique enables researchers to pre-test alternative product concepts, substituting a convincing psychological reality to the non-existent physical reality, in the absence

of a physical prototype."

Is it any wonder that advertising has been in a state of confusion?

1960 . . . the year of political turmoil and uncertainty. Neighbors, friends and families became embroiled in arguments. To argue . . . becomes a disease. Some of the arguments went off on tangents seemingly unrelated to the real cause . . . political or religious differences. Just like politicians . . . who when yelling the loudest are diverting attention from real cause of their anger.

Much of the tension and argumentation of 1960 can be blamed on the election campaign. The uncertainty and prejudices affected discussions on most subjects.

I WOULD BE LESS THAN HONEST if I tried to avoid mentioning the election outcome and what has been discussed on the front porch with varying degrees of agreement or disagreement. Personally, I've shouted "hallelujah" that the 1960 election is over . . . and I cannot be alarmed with the results for a number of reasons. Here is a digest of what I've told or written my friends:

First: The campaign itself (although too long and with repetitious speeches) was brought closer to the individual voter. More people than ever before saw the candidates, listened to the arguments, and learned more about the problems facing us and the world. That was healthy.

Second: It would have been close to a catastrophe for the country to face four long years of divided government. With a Congress assuredly controlled by the Democrats . . . Republican administrators would have been in a nearly hopeless situation. So let's be thankful for a "united" government . . . and give the newcomers a chance to prove they can handle "the new frontiers."

Third: The country seemed to want a change, although the closeness of the popular vote did not indicate the degree of the desire. Many who wanted a change . . . were swayed in another direction by other considerations. Some of the leaders of the defeated party were considered to be old and tired and hesitant. The list is long. The country will be better off with the younger blood who are not afraid to act boldly but with enough sense to take cautious advice from dependable oldsters. The new President has a nearly inexhaustible stable of competent and courageous administrators who can be selected to run the Treasury, Post Office, Justice, State Departments and all the rest. Let's give them a chance to prove their worth before they too get tired or get touched by Potomac Fever.

Fourth: Personally, as a combination Presbyterian-Baptist-Independent, I'm glad we have made a start at burying religious prejudice in these United States. I'm glad we have demonstrated to the world that we could resist the pressures of crackpot preachers and could send a Catholic to the White House. Why not? Many of the countries we woo and try to work with are headed by Catholics. Many too are associated with religions other than what we call Christian. The new young Presidentelect met the Catholic issue frankly and fairly. He believes in the separation of church and state and will probably lean over backward to prove it. The public airing of the problem, although a bitter pill to swallow, has also been healthy for all of us. The country is not nearly so upset and divided as it was in 1928 after the disgraceful campaign against Al Smith. Anti-Catholicism and coincidental anti-Semitism were so widespread that many worried religious and lay leaders felt it necessary to found the National Conference of Christians and Jews. It started with a one-man office and a \$10,000 annual budget. It now has 64 regional offices and 150 chapters with an annual budget of three million dollars. During the years, its "Brotherhood Week" promotions have done much good. The February 19-26, 1961 Brotherhood Week can really mean something now. And the new President, who knows the scope and dangers of both religious and racial intolerance, stands a good chance of solving other internal prejudices which make us appear silly and stupid in countries we are trying to impress with democracy . . . countries which are administered by people who are nonwhite, non-Protestant and in many cases non-Christian.

PERHAPS IN THE YEAR AHEAD the new leaders can find a solution to the racial turmoil which caused the ugly and disgraceful mob scenes in New Orleans and other places. It won't be an easy solution. Most people do not realize that the mob scenes are not spontaneous. They are skillfully planned by the same old "breeders of hatred" and "midwives of hysteria" who tried to keep us divided during the pre-war and war years. Whenever the leaders in any city, section or state publicly resist due process of law or flaunt disrespect for the Constitution . . . there is bound to be trouble. Some of the Bible-toting leaders of the fanatical extremists should remember a quotation from a more famous leader: "Suffer little children to come unto me and forbid them not, for such is the Kingdom of Heaven." He wasn't talking about or for lily-white supremists.

One more note about "the religious issue:" Some of the church non-profit groups who participated in the anti-Catholic direct mail campaigns are in serious trouble. As non-profit, non-taxable outfits they are prohibited by law from engaging in political campaigns. In many cases, they accepted "donations" which were used to print and mail scurrilous literature. They can all be taxed for the money accepted and spent. In some cases, their status as non-profit could be canceled by the Treasury and the Post Office. Would serve them right.

So, friends, in this last Scuttlebutt of the pain-in-theneck year of 1960, you have my frank opinions of the tensions, arguments and election results. I know that many of you will not agree with me on some points . . . but for Lord's sake, let's not argue or fight about it. I'm simply trying to clear the atmosphere of tension and argumentation. Some of you may even say that I should not discuss such subjects in a trade magazine. Why not? If our thinking is confused, our direct mail will be confused too. What's the connection between direct mail and intolerance and politics? Can you imagine what would happen to your cherished direct mail piece if it happend to hit New Orleans on the days of the near-anarchy riots against legal directives? What happens to your direct mail when it lands on the desks of people troubled by doubts and confusion?

To close the discussion, I'd like to quote from a talk made back in 1951 by Frank Foley, former president of the Georgia Bar Association, when he was defending a person who was being persecuted by a witch-hunting and

character-defaming legislative committee.

"I do not believe that the Communists will ever be able to destroy this great nation of ours by force or otherwise, as long as it remains united and true to the traditions of our Constitution, and so long as we preserve the integrity and dignity of the individual. I do not believe that any significant number of people will trade our way of life for a deliberate dictatorship. So, as I see it, the best defense against Communism is the freedom and protection of the liberties of the individual citizen. We must keep alive the right of freedom of worship, speech, the press, and of thought, and a respect for the rights of others. This respect is basic to our American way of life and it demands that we never seek to destroy our neighbor and his reputation simply because we hold a different opinion. No two of us think alike on all subjects. The only one who is dangerous is he or she who would try to change another's opinion by force or coercion. That is why Communism is so inconsistent with Americanism: because it seeks to change our society by means other than persuasion and the ballot."

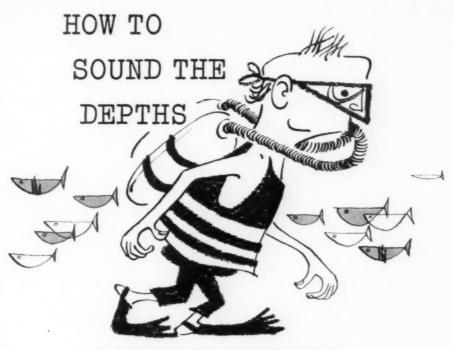
Good reasoning. So in the coming year . . . let's stop arguing and try to relieve the tensions. We've wasted endless hours during 1960 on arguments and doubletalk. We've all wasted much time in goldbricking. If we'd add just a couple hours a day of honest and effective work . . . the country and world would emerge from the "phase of economic turbulence." Let's speak and write with reasonable, tolerant words. If we can agree on that point, we will all have many Merry Christmases and New Years ahead, which is what I'm wishing all of you right now. By talking less . . . and working more, we may even have some fun in 1961.

Good luck.

3 Bluff View Drive

Clearwater, Florida Telephone: JUniper 4-3848

PS... In case some of you may want to make up tricky rhymes for 1961... some of the possible words are: bun, begun, button, done, fun, gun, hon', injun, nun, pun, run, sun, tension, ton, won. I Worst disappointment of the election was the defeat of Charles Porter of Oregon. He was just about the best friend of direct mail on the House Post Office Committee. He would make an ideal Postmaster General. I The successor to Mr. Summerfield should be known by the time this Reporter reaches you. We will hope for a new era of cooperation between the new boss, his employees and the customers.



## (OF YOUR MARKET)

You can forget about divining rods, bathyspheres and high frequency oscillators. With the help of Mass Mail, you can plumb the depths of your market at relatively little cost and great profit.

The publisher of a high priced book set has successfully used Mass Mail to expand what was originally a limited market of intellectuals. He is now selling complete libraries and accessories to a broadened parent and leisure market.

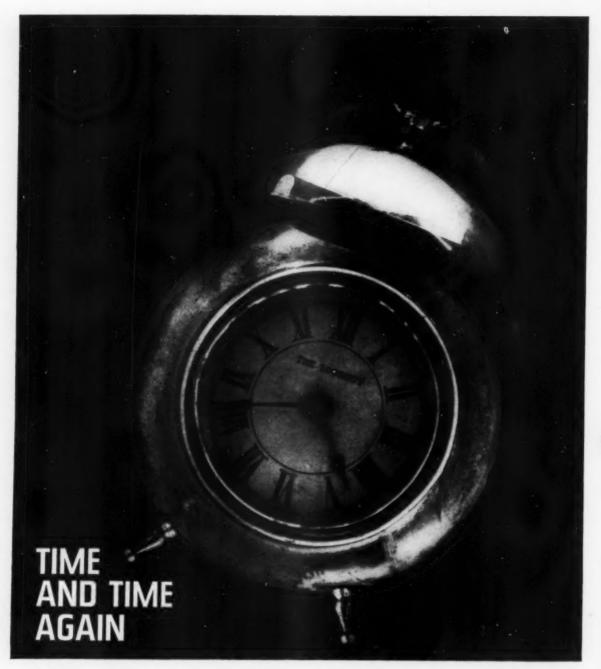
Lemarge assisted in the initial exploration and testing of these new markets. Our knowledge of Mass Mail techniques was used in the selection of test markets, creation of art and copy, production and processing.

This knowledge is the result of years of pioneering experience in the field of Mass Mail. During that time, Lemarge has developed new approaches and methods for market and product testing, evaluation of data, mechanical production and processing of direct mail, and the creation of sales-reaping art and copy.

Lemarge is currently cooperating with some of the nation's biggest advertisers in the production of Mass Mail advertising that reaches the heart of every type of market. Perhaps we can perform a similar service for you.



Mass Mail Specialists



it pays to start with a U.S.E. envelope

Think of the envelope before your job is on the press. It's so easy to plan with a standard U. S. E. Envelope that fits . . . and is available. Ask for a copy of the U. S. E. Envelope Selector Chart—70 standard styles, hundreds of sizes. Write Advertising and Sales Promotion Department—

## United States Envelope Company

General Offices: Springfield 2, Mass. • 14 Divisions Coast to Coast

Plan your advertising with U.S.E. Envelopes. There is a style to suit in a size to fit.



